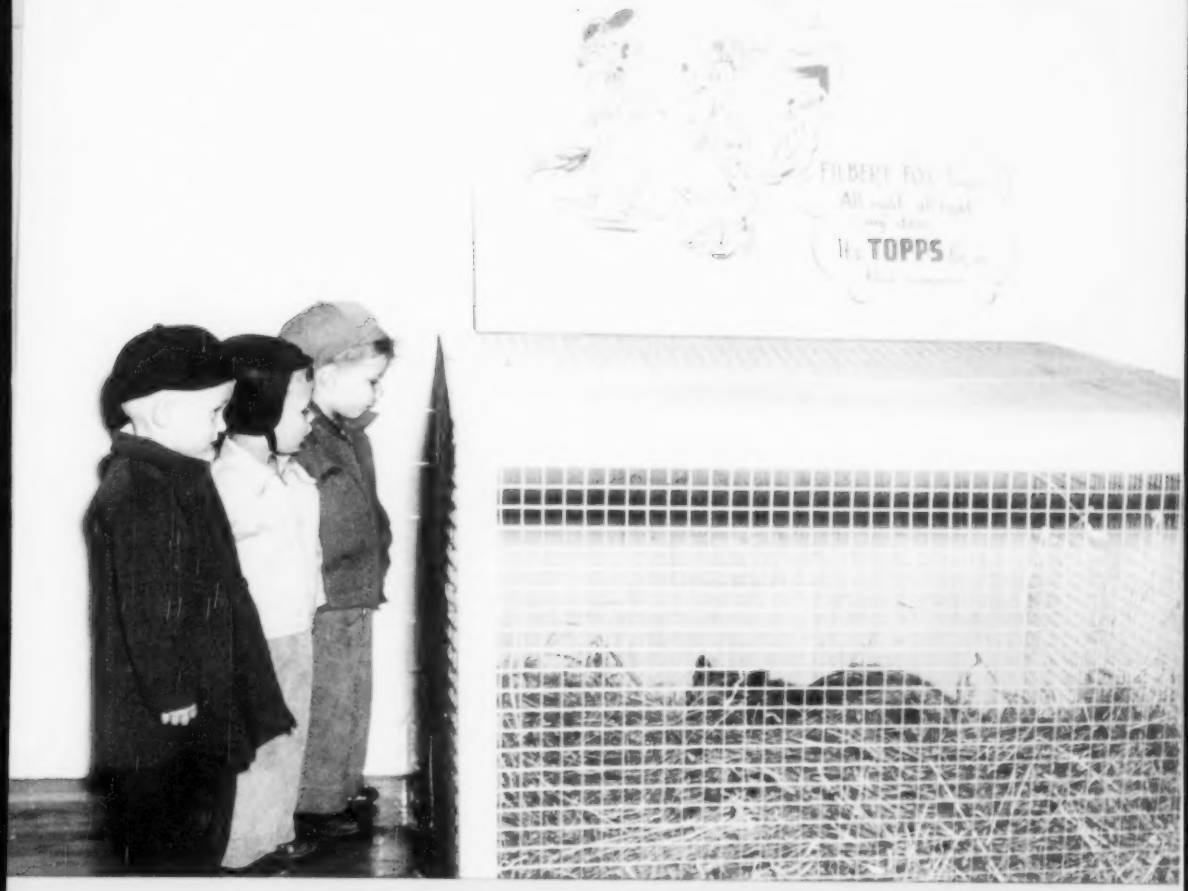
The National CLEANER & DYER

JUNE, 1950



COORDINATED SYSTEM COVERS ALL PAPER WORK.....Page 38

CLEANING-ROOM METHODS AND MAINTENANCE STRESSED...Page 46

PRODUCTION ANALYSIS PROMPTS PROFITABLE CHANGES.....Page 54

PROCEDURES IN RUG AND FURNITURE CLEANING.....Page 96

ABOVE: Topps Cleaners, Radburn, New Jersey, found live animal display drew children and parents to plant opening. Also, it's new method to focus attention on vault. Story on page 84

Are clogged filter screens slowing up your production?

HERE'S ONE WAY to keep your washer loads on the move . . . and, at the same time, get the benefits of improved filter and washer operation . . .

By using Hyflo*, the original high speed filter powder, you'll keep filter pressures low longer . . . keep your solvent flowing freely . . . and have less down time for cleaning filter screens and replacing filter cloths.

You'll get all this because Hyflo has characteristics that are especially suited to dry cleaning requirements . . . with a particle fineness that is exactly right for trapping out all dirt . . . but dust and other solids . . . allowing crystal clear solvent to flow freely through the cake that builds up on the screen.

You'll find that Hyflo helps save on solvent recovery costs, because the solvent requires distilling less often, and therefore requires replacing less often. You'll find, too, that its use results in a number of other economies . . . such as faster, more thorough cleaning and rinsing, less odor troubles, fewer re-dos . . . benefits that Hyflo gives you from start to finish of the job.

To find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It's full of valuable suggestions that will help you increase your filtering efficiency. Johns-Manville, Box 290, New York 16, New York. *Reg. U. S. Pat. Off.

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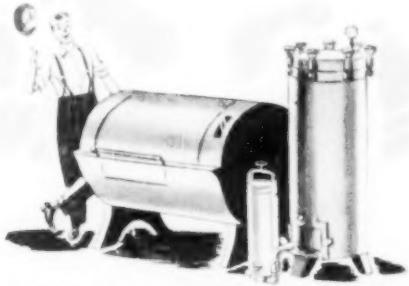

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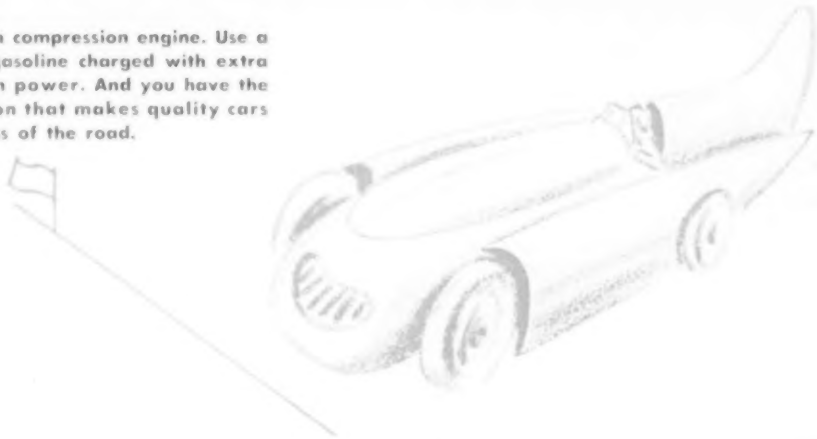

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in Synthetic Units
Use SO-KLEEN "SY" Perc

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National CLEANER and DYER

VOL. 41 JUNE, 1950 NO. 6

BERG UP!

THESE pictures demonstrate what we like best about the man. We doubt it he'd ever been on a horse before but Norbert Berg has the nerve to tackle anything new and does it with quiet enthusiasm. It was about twelve months ago that he accepted the managing directorship of the NICD at a time when the Institute had acute growing pains. To Mr. Berg goes considerable credit for soothing these pains and reknitting the smooth-running organization that had been considerably disrupted by its rapid growth.

North Berg is a man to watch for years to come. Because he grows rapidly with any job he undertakes. As an example, we on the convention circuit have seen him develop into one of the best public speakers featured at state conventions.

Left: Norbert Berg on a dare assumes the pose at Oregon convention. Right: Palomino pony assumes pose at the same meeting. Buckaroo breakfast was at 7:30 A.M., 30° F.

He may lose other qualifications that peculiarly fit him for the managing directorship. He is cautious, but he is always building, always determined to make progress, never satisfied with the status quo. He is determined, stubborn, some say, but will always listen to and consider another viewpoint. He has an insatiable desire to learn the facts, is not as likely to greet you with a question.

He is also steady, dependable, persistent and he has an Irish. W.R.P.

CONTENTS

Letters to the Editor		12
Signs of the Times		19
Business Builders		24
Gadgets and Gimmicks		30
Editorial		36
All-in-One System	*by W. D. Shriver*	38
Emphasis on Cleaning	*by John J. Dunn*	46
Twenty-five Years Ago	*by Lou Bellew*	50
Three-Part Plant Study	*by Lon Fanald*	54
Downward Path		56
Doubled Capacity		62
Textile-Testing—Key to Better Fabrics	*by George A. Smith*	68
Serving Our Mutual Customers	*by L. L. Mandup*	72
New Phoenix Plant		78
New Topps	*by John J. Dunn*	84
Night and Day		92
Rug-Cleaning Routine	*by Lon Fanald*	96
Association Notes		100
N.I.C.D. News		104
Breakfast in Bend	*by William R. Palmer*	108
Meeting in New London	*by William R. Palmer*	112
Californians Meet		116
Four-Staters in Florida		122
Convention in Clarksburg		122
News Notes in the Trade		125
People and Places		140
Obituaries		147
Meetings Scheduled		148
Classified Advertisements		149
Advertisers' Index		154

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Published monthly by the Trade Press Division of The Industrial Publication Corporation, 304 E. 45th Street, New York, N. Y. Entered at the Post Office, Lancaster, Pa., Entered 1909. Member Audit Bureau of Circulations. Officers and Directors of the Board: H. M. Dunning, President; C. H. Lindsley, S. H. Bachman, Vice-Presidents; Charles E. Frank, A. M. Anderson, Vice-President; H. W. Warner, Secretary-Treasurer. Subscriptions are accepted only on an order basis, or in advance to insure getting your copy regularly. Subscriptions: United States, $3.00 per year in advance. Canada, $4.50. Foreign countries in Pan-American Union, $4.50. Single copies: U. S., 35 cents. Canada and Foreign, 50 cents except for Yearbook issue which is $1.50 per copy.

Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y.
Telephone: Oregon 9-4000

Eastern Advertising Offices, 304 E. 45th Street, New York 17, N. Y. Telephone: Oregon 9-4000. Advertising Contracts Manager.
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LOOK

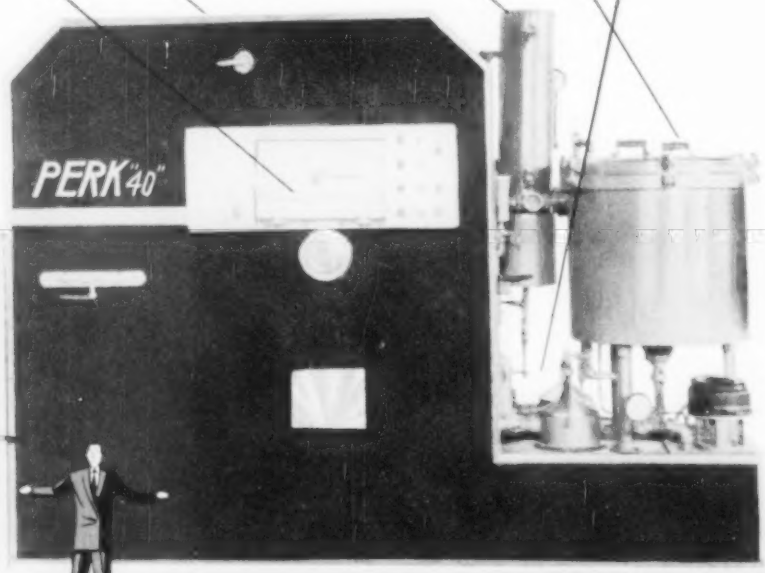
That big 38″ cylinder with the special *PERK* positive drop partition gives me better cleaning!

Attractive, compact, ideal for store-front installation!

The *PERK* is specially designed for batch or continuous distillation!

I like the large, horizontal, bag-type filter . . . *easy to clean*

The *PERK* has a separate compartment . . . keeps the soap out of the filter!



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6. Safe to all present-day fabrics

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3. Backed by years of experience. It's a product of Pennsalt, makers of Erusticator, a favorite rust remover for over 35 years.

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Steam spotting makes all spotters more active on colors. Therefore only dilute solutions of spotters should be used —and more precautions taken—when spotters are to be used with a steam gun.

LETTERS to the editor

Tribute to Frank Stutz

Dear Editor:

In your April 1950 issue I was startled, in glancing through the obituary column, to note a brief paragraph on the death of Frank Stutz.

What a pathetically inadequate, cold, businesslike resume of the passing of Frank Stutz! It is an example of the forgetfulness inherent in humankind and of man's inhumanity to man. This Frank Stutz, whose passing you announce in such a nonchalant manner as a former member of the staff of the National Institute of Cleaning and Dyeing, possessed the brain that generated the idea of a National Institute and was the same Frank Stutz who, as publicity director of the National Association of Dyers and Cleaners of the United States and Canada, created the publicity material that sold the new idea to the drycleaners of the country. In his thinking and in his faith in the cleaning and dyeing industry, he was ten years ahead of the most progressive cleaner and dyer of his time, and your item merely says that he was "a pioneer in the drycleaning field." He was one of that small coterie who fought for the establishment of a school and a research laboratory when many of those who are now claiming credit for the success of the Institute were bitterly opposed to its construction on the ground that it would supply a means for the education of competitors.

Stutz was my friend and faithful associate. With the possible exception of the late Dixie Stoddard and the former general manager of the National Association, Ivan Tull, I believe I knew the working of that brilliant mind better than any other drycleaner in the industry. He was tireless in his efforts and was always either creating or discovering new avenues that could be used in placing the industry on a higher plane or causing it to be more universally accepted as an important part of our economic structure. He was responsible for the cordial relations that existed between the National Association of Dyers and Cleaners and the Celanese Corporation of America, the Silk Association of America, the National Laundryowners Association whose policies, at that time, were directed by such men as Conover, Fitch, Fee and Johnson, and the National Retail Dry Goods Association, presided over at that time by the amiable Lew Hahn. He created, organized and managed the Better Fabrics Testing Bureau which from its inception has been a factor in the textile world and which, at the present time, enjoys a reputation in the textile field, for responsibility on a par with that of Good Housekeeping Institute. He tried to present the Better Fabrics Testing Bureau to the National Association of Dyers and Cleaners but it was not accepted. He then turned to the National Retail Dry Goods Association for sponsorship. It has long been accepted as an authority on the wearability and cleanability of textile fabrics.

The National Institute of Cleaning and Dyeing has grown from a very modest beginning into a tremendously valuable servant for the entire industry. It didn't just happen. It is the result of the sacrifices of a comparatively few men who gave so much of themselves and received so little and who, in the glare of the present-day glory that is radiated from this institution, have been practically forgotten. Frank Stutz was one of the most brilliant, if not *the* most brilliant, of those men. His contribution to the advancement of the cleaning and dyeing industry was of such an outstanding character that it should never be forgotten. His name is one that should have a spot in the industry's Hall of Fame with those of Stoddard, Mechling, Corley, Powers, Slater, Matson, etc.

All of Frank Stutz's activity was carried on in a body frequently wracked with pain. During the first World War he suffered a broken back and was never, thereafter, able to walk erect. He was compelled to seek professional attention on numerous occasions and frequently declared, with his inexhaustible sense of good humor, that he was living on borrowed time. His courage was an inspiration to those who knew him well. He was my companion on numerous occasions and I have never known him to lose his sense of humor. Men of that type are few and far between.

I am sure that a grateful industry joins me in extending heartfelt sympathy to his wife and children. At a time like this there is nothing that we can say that is of much help but sometimes it is comforting, to those who have been left in loneliness, to realize that friends are sitting with them in their hour of sorrow. There was never but one Frank Stutz. There will never be another. The progress of the industry during the past twenty-five years was inspired by someone's unselfish contribution. Scan it well. "Lest we forget—lest we forget."

Clarksburg, West Virginia H. Arthur Heinze

It was during Mr. Heinze's presidency of the National Association of Dyers and Cleaners, in 1926 and 1927, that the Institute school building materialized and the first class completed what is now known as the general course.—Editor

Australia Seeks U. S. Speakers

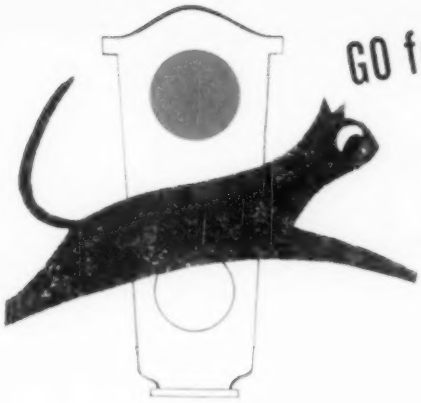
Dear Editor:

Promoters of a big convention of dyers and drycleaners to be held in Sydney, Australia, this August are trying to arrange for at least half a dozen U. S. visitors to tell them about latest American methods in the industry.

The convention is being held by the Dry Cleaners' and Dyers' Association of New South Wales. Its main object is to link trade members in the six states of the Australian Commonwealth into a federal organization. So far none exists.

In Australia, American machinery is made under license so that most drycleaning houses have up-to-date equipment. However, according to Mr. L. M. Barkley, secretary of the New South Wales Association, local businessmen recognize that American sales promotion

continued on page 130



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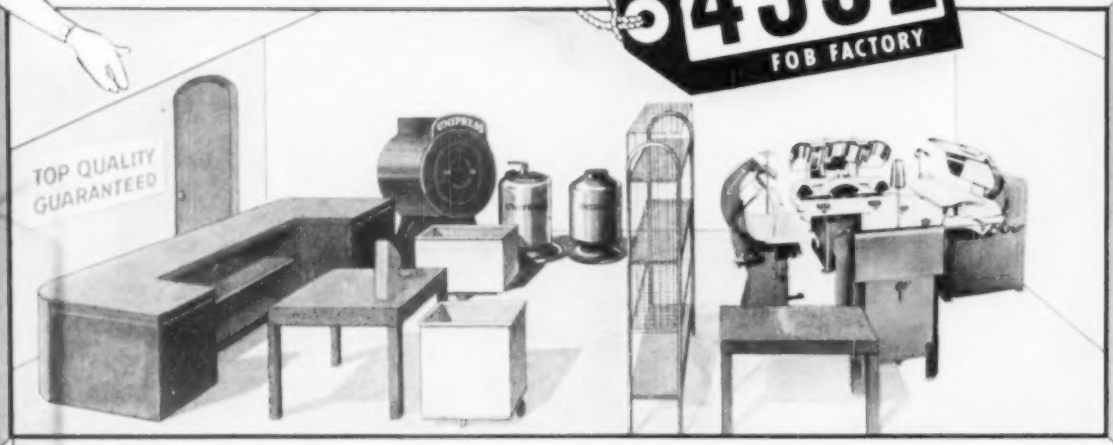

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1—SS-2 Sleeve Press
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1—39-S Bosom and Body Press
1—Buttoner Post
1—Shirt Rack
1—Folding Table
1—Spray Gun with Condenser
1—Damp Box
1—Marking Machine
1—UNIPRESS 25 lb. Washer
1—UNIPRESS 17-inch Extractor
2—UNIPRESS Galvanized Tubs with Drain
1—UNIPRESS 15 gal. Starch Cooker
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ONLY 3 GIRLS TO RECEIVE, MARK, WASH, FINISH, SORT AND WRAP

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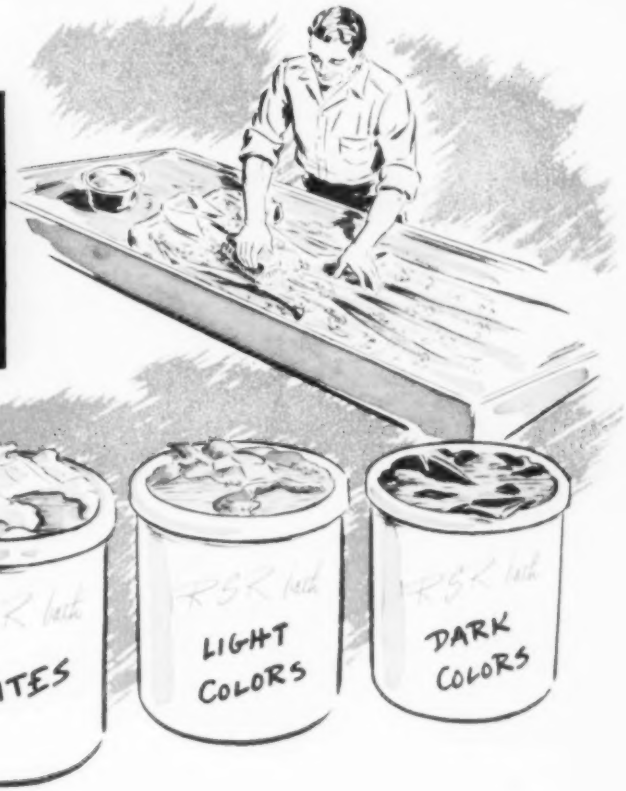

This Simple Two-Step Routine Is The Up-to-date Method For Spot Removal On ALL Wet Cleaning Jobs

FIRST . . .
the *RSR* digestive bath

THEN . . .
the usual wet cleaning

RSR REMOVES ALL TYPES OF ALBUMINOUS SPOTS

*BLOOD, GRAVY, MILK, ICE CREAM, COFFEE, DISCHARGE, BEER, EGG, FISH SLIME, GLUE, etc.

ALL garments to be wet cleaned should be put right into an *RSR* Bath . . . Thus any hard-set albuminous* stains will be made water soluble and flush out completely in wet cleaning . . . and no re-handling will be necessary.

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TO DRY CLEANERS EVERYWHERE

● FOR the years of steadily growing patronage which have made D C Filtrol* the most widely used activated adsorbent in the entire dry cleaning industry.

● FOR your justifiable faith in the superiority and uniformity of D C Filtrol and its unusual over-all economy as a used-solvent renewer.

Dry Cleaning Division of **FILTROL CORPORATION**

727 West Seventh Street, Los Angeles 17, Calif.

Plants: Vernon, California and Jackson, Mississippi

Makers of the famous adsorbent that cleans used solvents *cleaner*...

DC FILTROL*

*Reg. U.S. Pat. Off.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

The Finish IS THE THING!

Nothing's Ahead of a Lam-tex finish for that well-tailored look

Perfect Porosity for INSTANT Steam and Vacuum

Thoroughly Tested And Proven In Actual Use

AT LAST! **a material made specifically for Dry Cleaning Press Pads:**

Lam-tex MOLDED RUBBER

Forget everything you know about rubber press pads. LAM-TEX is different—better—longer lasting. For the first time a material has been designed scientifically and specifically for use in making Dry Cleaning Press Pads, LAM-TEX, the result of many years of research and testing gives you the ultimate in pressing efficiency.

The correct density of heat resisting rubber in LAM-TEX gives you perfect porosity for faster STEAM and VACUUM—better faster production.

INSIST NOW on the GREEN LAM-TEX molded rubber press pad.

Molded in the factory to fit all makes and sizes of pressing machines.

Ordinarily we don't go for testimonials but these comments from actual users tell a better story than we could.

Pittsburgh, Pennsylvania
March 6, 1950

. . . I was an anti-rubber press pad man, and tried yours against my better judgment. I found that due to the greater porosity and other advantages of the pad, we were able to maintain a faster production schedule . . .

Very truly yours,
CONSOLIDATED CLEANING SHOPS, INC.

Jerome A. Barniker
President

St. Charles, Illinois
March 1, 1950

. . . I have just completed the tests on the Lam-Tex Dry Cleaning press pads sold to me last year and believe you will be interested in the results. The Lam-Tex synthetic rubber pad which I placed on our Prosperity silk press is still in service since February 13, 1949.
I noticed the Lam-Tex synthetic rubber pad did not, in any case, become pitted on the top surface, or stick to the cover. No flannel was used on top surface . . .

Yours very truly,
FOX VALLEY LAUNDRY & CLEANERS

Jim Rose
Plant Manager

Beaver Falls, Penna.
March 1, 1950

. . . The original pads that we have used over two months are still in excellent condition, and will outlast other rubber pads three to four times.
In comparing your item with the old conventional heavy cotton pads, the results have been overwhelming. Costs are more than halved — quality is improved with less effort on the part of the operator . . .

Very truly yours,
NATIONAL PANTS COMPANY

General Manager

Contact your jobber or write direct.

Pittsburgh TAG COMPANY

1112-20 Galveston Ave., Pittsburgh 12, Pa.

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SIGNS of the times

International Exhibit in Germany: An international exhibit and convention of the drycleaning, dyeing and laundry industries will be held June 30 to July 9, 1950, in Dusseldorf, Germany (Western zone). It is expected that manufacturers from many other countries will enter exhibits. There will also be meetings of the drycleaning and laundry associations, with representation from several countries. Special days have been set aside for visitors from abroad and steamer excursions on the Rhine have been arranged.

Any drycleaners who plan to be vacationing abroad at that time and would like further details may obtain them by writing the Nordwestdeutsche Ausstellungs-Gesellschaft M.B.H., Ehrenhof 4, Dusseldorf, Germany.

# #

Volume Trends: The March issue of *Trends*, published by the National Institute of Cleaning and Dyeing, gives a comparison on a national basis of drycleaning volume for 1949 as compared to the preceding year. A total of 636 plants reported a 1949 dollar volume of $56,809,620 as against a 1948 volume of $56,869,620, giving a decrease of .105 percent.

For January 1950 the national drycleaning volume was .98 percent under January 1949 and .39 percent under the same month of 1948. This compares with an increase of 1.71 percent in national retail volume in January 1950 over January 1949, a decrease of 3.2 percent in national industrial production for the same period.

# #

Vision-Testing Program for Small Plants: The April issue of *The Sight-Saving Review*, a publication of the National Society for the Prevention of Blindness, prints a report by Robert J. O'Shea, director of a vision-testing program being conducted in five Baltimore factories by the Maryland Society for the Prevention of Blindness. The program was set up in the fall of 1948 to provide a service for small plants which did not have the means to establish satisfactory vision testing programs of their own.

According to the article, over 40 percent of the employees tested failed to meet the visual standards of their jobs.

The Baltimore program has supplied the following services to participating companies:

1. The industrial-vision service of a large optical company was leased and arrangements made for testing the visual skills of employees.

2. Visual-skills tests made it possible to compare the seeing ability of each employee with the minimum visual requirements for adequate performance of his job. Job vision standards are developed for each plant with the cooperation of the Occupational Research Center at Purdue University.

3. Workers who have adequate vision for their jobs are so notified, but cautioned that this does not necessarily mean that their eyesight could not be improved.

4. Employees are notified of any vision deficiency and advised to obtain a complete eye examination. They are given a list of doctors interested in the program, as well as eye clinics.

5. The Safety Engineering Club of Baltimore and engineers of the Baltimore Gas and Electric Company survey eye hazards and lighting conditions of subscribing plants, and make recommendations adjusted to the requirements and financial limitations of the concern.

The cost of the program to participating companies ranges upward from $50 per year for firms with fewer than 25 workers.

# #

Birmingham Relaxes Zoning: A new ordinance adopted by the Birmingham (Alabama) City Commission permits the location of synthetic cleaning plants in commercial and light industrial areas. Like the old ordinance, the new order forbids the location of plants in the No. 1 fire zone, comprising the downtown area.

Under the new ordinance cleaning plants must be at least 100 feet from any church, park, school, hospital, playground, library or residential district. The actual machinery must be at least 30 feet from the front of the street and must not occupy more than 75 percent of the building's floor space.

# #

New Minimum Wage in Washington: The Washington State Industrial Welfare Committee of the Department of Labor and Industries has issued a new minimum wage order covering drycleaning, dyeing and laundry workers. The new order, No. 48, superseding a minimum wage order issued in 1921, sets a minimum wage of 65 cents an hour for an 8-hour day, with provisions for rest periods and improved sanitary conditions.

# #

Public Service by Drycleaners: Fourteen drycleaners of Bridgeport, Connecticut, donated their services in processing thousands of neckties for the city's Cancer Crusade "Tie Party." The ties were contributed by the public and collected through the schools.

Mr. and Mrs. Stanley Turner of Ingersoll Dry Cleaners, Woodstock, Ontario, Canada, recently donated the Ingersoll Dry Cleaners' shield to the team having the highest standing in the local bowling league.

Owner Maurice Reed of Reed's Dry Cleaners, Sterling, Kansas, has been elected president of the Sterling Rotary Club.

# #

Home Cleaning Explosion: Four people, including a child, were seriously injured when the Cleveland house in which they lived was razed by an explosion caused by a home drycleaning "experiment." According to fire officials, the man who caused the explosion had been cleaning clothes in the basement in a washing machine filled with gasoline.

It is to be hoped that the experimenter, upon recovery from his injuries, will give up his reported project of using the washer-gasoline apparatus to establish a drycleaning "business."

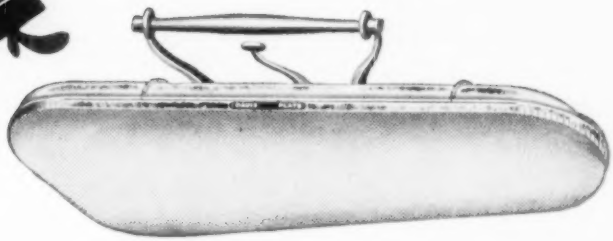
Your Customers are your best advertisements

when you press their garments "like new"

with **DAVIS**

fabric-renewing

PRESS PLATES



The burred surface restores the original mill finish to the cloth

Your customer's pride in his appearance reflects itself in your cash register. Press his garments to look like new and he'll come back for more, bringing his friends with him. All it takes is a good press and a Davis fabric-renewing Press Plate. The secret is in the patented burred surface of the plate, which lifts the nap as it presses, and preserves the fine tailoring in the garment to show off the fabric to best advantage.

Your customer's good will is not the only way in which you profit when you use Davis Press Plates, because the faster-heating, faster-drying aluminum presses more garments per operator per hour, quickly repaying in increased production alone the low cost of the plate. Switch to Davis fabric-renewing Press Plates today—it pays!

Hoffman XC05, 07, Pantex 45, New York 42 and other 36" to 46" models..$13.50
Mushroom..$10 47" to 54"..$17.50

Order from your supplier today

Davis SPECIALTIES, INC.

Manufacturers · Chicago 24

When writing to advertisers please mention The NATIONAL CLEANER & DYER

beat seasonal rushes with **Perklor!**

Order Perklor in the Goldenrod and Blue Drum

With Dow's new stabilized perchloroethylene solvent—Perklor—you'll be able to keep abreast of seasonal cleaning rushes and *make these added sales mean extra profits.*

Perklor will improve your high standards of quality, too. Whites will be whiter and light shades will be sparkling bright. You'll actually "feel" the difference, too, for garments cleaned with Perklor feel *softer* . . . look newer.

In addition to these advantages, the new stabilized Perklor has the plus factor of low-cost finishing.

Prepare for seasonal rushes now . . . order the new Perklor today!

USE DOW Synthetic Solvents

PERKLOR
DOWCLENE
CARBON TETRACHLORIDE

DOW

CHEMICALS

INDISPENSABLE TO INDUSTRY AND AGRICULTURE

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit • Chicago
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Dow Chemical of Canada, Limited, Toronto, Canada

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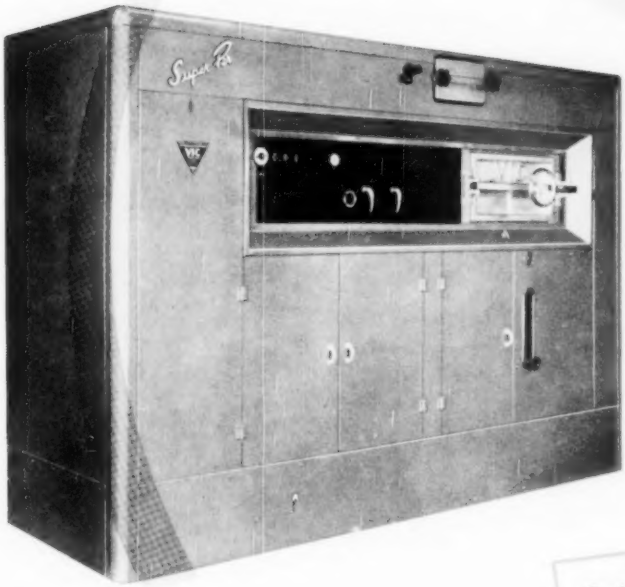
COMPARE THE VIC SUPER PER MACHINE

LARGER IN VOLUME! AND HUNDREDS OF DOLLARS CHEAPER THAN ANY OTHER COMPARABLE PER MACHINE ON THE MARKET TODAY!

COMPARE!

VIC



FEATURES WITH ANY OTHER PER MACHINE ON THE MARKET TODAY!
YOU'LL AGREE VIC SUPER PER MACHINE IS BUILT FOR TODAY'S NEEDS!

- 36 inch DROP BASKET
  For better Cleaning — Larger Capacity
- Vic Self-Cleaning Filter
  Customers report using filter from six months to a year without changing
- Semi-Automatic
  Bell rings when load is done
- Built-in Reclaimer
  Reduces Solvent Costs

Get details about small down payment and easy monthly installments.

We maintain a COMPLETE PLANT and STORE PLANNING DEPT. Everything, from the actual plan layout to the installing of equipment, at your service! We'll be happy to help! No charge of course!

CONSULT US FIRST . . . . .

Large liberal trade-in allowance on old equipment.

Write for information and specifications.

WORLD'S LARGEST LINE OF SYNTHETIC EQUIPMENT

VIC CLEANING MACHINE CO.

MINNEAPOLIS 3, MINN.

NEW YORK
22 W. 3rd St.

ST. LOUIS
3335 N. Union St.

LOS ANGELES
8180 S. Main St.

Certified Sales and Service in All Principal Cities

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Top performance for tough jobs!

Chevrolet P•L Truck performance consists of many things. There is Chevrolet design—brilliant and functional—design with a purpose. There is Chevrolet construction—sturdy and dependable—for lasting usefulness.

And there is Chevrolet power—power to deliver the goods—more power than Chevrolet trucks ever had before. Two great valve-in-head engines—the Load-Master 105 h.p. and the Thrift-Master 92 h.p.—make these the most powerful Chevrolet trucks ever built.

These new P•L models are far ahead in features, too; yet they cost surprisingly little to buy, to operate, to maintain. And that adds up to value—the kind of outstanding value that year after year makes Chevrolet America's fastest selling truck.

CHEVROLET MOTOR DIVISION, *General Motors Corporation*, DETROIT 2, MICH.

LEADING WITH ALL THESE PLUS FEATURES:

• TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the Improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load • THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy action engagement • SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting • HYPOID REAR AXLES—5 times more durable than spiral bevel type • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • ADVANCE-DESIGN STYLING with the "Cab that Breathes" • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—precision built.

CHEVROLET P*•L*

ADVANCE-DESIGN TRUCKS

P*opularity L*eaders

Chevrolet trucks outsell all others. In every postwar year truck users have bought more Chevrolets than any other make—proof of the owner satisfaction they have earned throughout the years.

P*erformance L*eaders

The new Chevrolet P•L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

P*ayload L*eaders

The rugged construction and all-around economy of Chevrolet P•L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

P*rice L*eaders

From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value, all add up to the lowest price for you.

CHEVROLET

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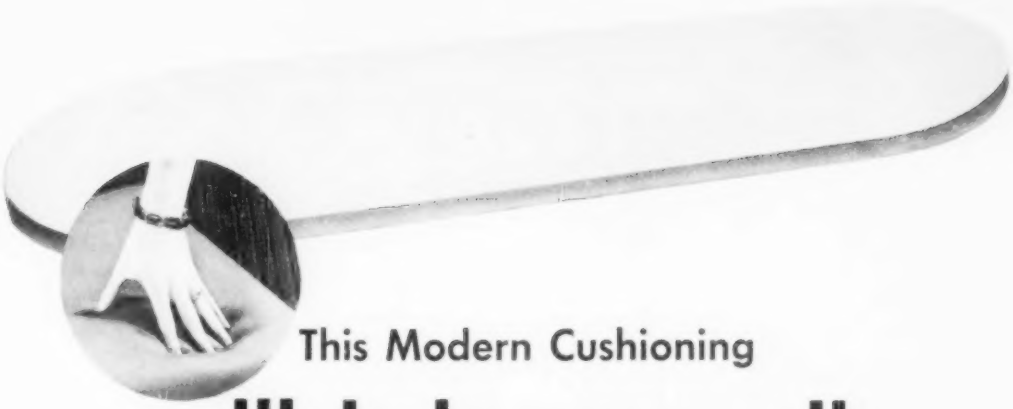

This Modern Cushioning

will help you sell

more press pads!

The same material that brings magic comfort to furniture and mattresses now brings magic economy and long life to press pads. It's **Airfoam**—Goodyear's matchless foam latex cushioning.

When top layers are made of porous **Airfoam,** press pads are assured of full vacuum draw, with no possibility of steam escaping at the edges. **Airfoam** is easily cleaned with soap and water while on the press, saving time and trouble, and speeding up production.

Most important, **Airfoam** lasts far longer than conventional materials. Because it's so durable, so trouble-free, it more than pays for itself in the long run.

Why not investigate the dollars-and-cents advantages of using **Airfoam** top layers in your press pads? Write: Goodyear, Airfoam Dept., Akron 16, Ohio.

You can blow cigarette smoke through **Airfoam.** *Its porous construction insures instant passage of steam and vacuum.*

Airfoam

SUPER-CUSHIONING BY

GOODYEAR

THE GREATEST NAME IN RUBBER

Airfoam—T. M. The Goodyear Tire & Rubber Company

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BUSINESS BUILDERS

Store Displays Boost Volume

THE business-building effect of store displays for the small plant has been proved to the satisfaction of L. G. Bowser, owner of Art's Cleaners in Pocatello and Blackfoot, Idaho. In the 10-by-10-foot space behind the counter, Mr. Bowser always has one center display—a new-look dress, suit or elaborate party gown. These are hung on a chrome standard in the center

Proprietor L. G. Bowser of Art's Cleaners, Pocatello, Idaho, believes in store display. Counter and fixtures of small store are knotty pine

of the space. At night a plastic envelope is placed over the display garment and a small spotlight turned on it. The spotlight has a four-color screen which can be attached to produce an off-and-on color effect if desired.

Owner Bowser has checked results repeatedly. If a party gown is displayed, or several gowns for a week, volume on party gowns and other fancy dresses will show an increase. When a new model suit borrowed from a dress shop was displayed with a small card on water-repellent and mothproofing service, Art's Cleaners took in 22 garments in two days for this combination service.

Mr. Bowser believes it is better to allow the customer to notice the display and ask about it. However, if no question is asked, the counter girl calls the customer's attention to the display and suggests the service featured.

Free Repairs Bring in Paid

TWO years ago the repair department at Wardrobe Cleaners, Coos Bay, Oregon, ran in the red every month. One repairman handled all repair and alteration work. No major repairs were made unless the customer asked for them. A small charge was made for most minor repair.

Here's the change that was made and the results:

Wardrobe Cleaners advertised that all minor repairs would be handled without cost. Minor repairs took in more than the conventional minor list, too. Pockets were replaced, small holes patched, and cuffs turned without charge. On all major repairs the customer was called or a card written and an okay obtained before the work was done.

Every garment was inspected by the head of the alterations department. It was found that 23 out of every 100 garments inspected needed some minor or major repair.

An extra full-time repair seamstress was employed and soon the department required two full-time employees and one half-time girl.

Separate bookkeeping was kept on the department, even to charging for the floor space used.

Now comes the surprise payoff. For the first time the department showed a profit.

"It looks as if," Joe Auer said, "the more service you offer without charge the more big repair jobs you get in and the more money you make.

"We are now repairing free one-quarter of the garments which we dryclean. A large percentage of these repairs require but a few minutes, however. And our general repair volume has doubled and then doubled again."

Doing Something About the Weather

Recent ad of Zephyr Cleaners, Prairie du Chien, Wisconsin, doesn't spare the white space. For benefit of near-sighted, copy reads: "Rain ruins many hats and garments every spring. Let us make your hats, coats and jackets water repellent. The cost is small, the savings great." Actual size of ad was three columns wide by six inches deep

DRESS UP YOUR PLANT . . . SPEED UP YOUR PRODUCTION

WITH

TROY

"BUSINESS BUILDERS"

New 1950 Model

36" DIAMETER

ELECTROCLENE WASHERS

Now Available

TROY-OLSON SUPER-FLOW FILTERS

Patented scraper makes sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS

Heater and pre-heater coils are removable for easy inspection and cleaning. Easy to install and operate.

TROY ELECTROCLENE WASHERS

Troy Electroclene Washers provide *double value* for you. Their modern, streamlined appearance helps to dress up your plant and their operating efficiency means increased production. All operating parts are fully enclosed, yet readily accessible. Only two points on washer and three on motor to lubricate. Motor-driven through multiple "V" belts. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

NEW BULLETIN JUST OFF THE PRESS!

Illustrated bulletin on 36" diameter Electroclene Washers, complete with specifications, dimensions and capacities, is now available. Ask your Troy sales representative or write the Troy factory for your FREE copy.

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS
In Canada: American Machine and Metals (Canada) Ltd., 1144 Weston Road, Toronto 9, Ontario

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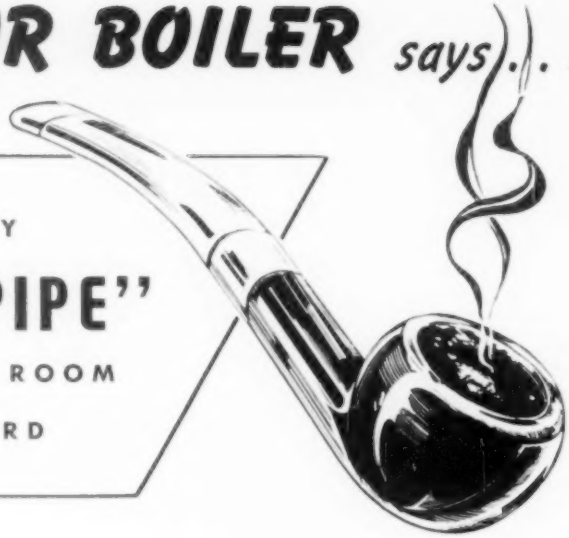
DOCTOR BOILER *says . . .*



THE ONLY

"CAKED PIPE"

YOUR BOILER ROOM

CAN AFFORD

"A boiler 'caked' with scale steals your profits!"

DOCTOR BOILER
DISTRIBUTORS

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CALIFORNIA
Conner Supply, Long Beach
Ajax Supply Co., Los Angeles
Patek & Co., San Francisco
CANADA
Canadian Pantex Machinery Co., Ltd., Montreal
D.C.L. Supplies Ltd., Toronto
COLORADO
Ratzson Brothers, Denver
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John Damers Co., Manchester
NEW YORK
NY Penn Machinery Co., Buffalo
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OHIO
Belenky Woolen Company, Akron
Merchants Chemical Co., Cincinnati
Tex-O Corporation, Cincinnati
Mid State Supply Co., Dayton
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Dallas Tailor & Laundry Supply Co., Dallas
The Murray Company, Dallas
National Disinfectant Co., Dallas
Cooper Boiler Works, Lubbock
UTAH
R.E.M. Company, Salt Lake City
VIRGINIA
Virginia-Carolina Laundry Supply Corp., Richmond

RID YOUR BOILER OF SCALE, CORROSION AND FOAMING WITH
REMARKABLE "DOCTOR BOILER"
THE SCIENTIFIC SCALE REMOVER WITH COLLOIDIZING ACTION

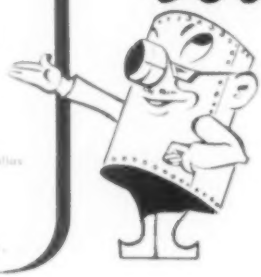
★ ***IT'S DIFFERENT.*** A colloidizing agent. Non-acid. No free alkali. Does not injure hands or damage clothing. Works in all kinds of boilers . . *works in all kinds of water!*

★ ***IT'S GUARANTEED.*** Your money back if it fails to fulfill manufacturer's claims.

★ ***IT'S INSURED.*** Massachusetts Bonding and Insurance Company's policy covers aggregate of $100,000 public liability and $50,000 property damage.

★ ***IT'S ECONOMICAL.*** It can save you hours of down-time and many dollars. Contact your nearest distributor . . or write direct to

DOCTOR BOILER, INC.



4316 MAIN STREET
DALLAS, TEXAS

DISTRIBUTORS . . . If you'd like to join this distinguished list . . . write for particulars.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

New "UNIT TYPE" DRYSET

A Further Development of BILLMYRE Pioneering

"Unit Type" Dryset handling garment presses for DeWitt Cleaners, DeWitt, N. Y. Notice its compact size — only 20¼" in diameter, 3' 8" high.

Only
$370.00
f.o.b.
Syracuse, N. Y.
including motor
(1 or 3 phase) and
manual starter

Small Plants! Now you can get the better quality—higher production—lower fuel costs that a Dryset air vacuum unit provides! The new "Unit Type" Dryset is designed to handle from 1 to 6 garment presses . . . is easily installed in any plant.

Cuts Fuel Costs! Dryset uses no steam . . . cuts fuel costs 25% to 50%.

Improves Quality! Gives every garment a well-finished appearance . . . retains its shape. Works equally well under contact or creasing pressures.

Increases Production! Dryset draws a current of dry air through the garment at high velocity . . . providing up to 25% faster drying time.

What You Save on Steam Will Pay for a Dryset
. . . WHY NOT OWN ONE?

SAVE! mail coupon TODAY

LAMSON CORPORATION
Blower Division
498 Lamson St., Syracuse, N. Y.

Gentlemen:
Please send me complete information on the new "Unit Type" Dryset.

Name .....

Company .....

Address .....

My dealer's name and address is .....

LAMSON CORPORATION
BLOWER DIVISION
459 LAMSON ST. SYRACUSE, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

"A Flick of the Wrist... Adjusts the Bag"

Adjusta-Form

THIS SINGLE UNIT HANDLES ALL GARMENTS

In large plants and small plants, the amazing Adjusta-Form is setting finishing room records. The tremendous production of this versatile steam-air finisher is due to the ease of adjusting the bag for a suit coat, long coat, short jacket or dress.

With three controls, the Adjusta-Form is correctly shaped to fit all garments. No segregating of garments. Not necessary to change the form. Even with garment locked on form, controls are readily accessible outside of the bag.

Adjusta-Form offers top quality finishing, too. No tailor shop shine . . . no pocket or seam marks.

A demonstration is convincing. See your jobber or write us for additional information.

SHORT JACKETS

DRESSES

SUIT COATS

LONG COATS

SIMPLE OPERATION

From the very first day, an operator becomes skillful and productive on the Adjusta-Form. Only five simple steps . . .

1. Place garment on form and lock with garment holder.
2. Adjust form to fit the garment and insert miniature sleevers.
3. Steam garment.
4. Dry garment.
5. Remove garment.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA • WICHITA 12, KANSAS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Cleans WHITES *as white as the Driven Snow*

Here is something *absolutely new* in a "Paste Soap."

PENNANT will give beautiful results in dry cleaning the finest fabrics of all types and colors. It is made especially for use in filtration, or drop and rinse method (with or without filter) with distillation or chemical solvent recovery.

Dissolves quickly and thoroughly into a smooth emulsion with solvent. Every ounce goes into action in the cleaning operation. Safe on all fabrics and colors. Will not wrinkle or shrink garments. Develops high conductivity—no redeposit of soil on garments.

PENNANT will carry added moisture when desired. Make up emulsion: One Part *PENNANT*, Two Parts Solvent, One Part Water. Stir all three together in rotation. Use 1 pint emulsion to 25 lb. work.

IT WILL DISPERSE MOISTURE IN PETROLEUM SOLVENT.

Unexcelled for hand brushing, prespotting and soaking.

For average soiled work make up a solution of 1 lb. *PENNANT* dissolved into ½-gal. Petroleum Solvent.

SNOW WHITE PASTE **"PENNANT"** *dry cleaning soap*

THE DAVIES YOUNG SOAP COMPANY
Box 995, Dayton 1, Ohio

NCD-150

Please send generous free sample of *PENNANT*.

Name _____

Address _____

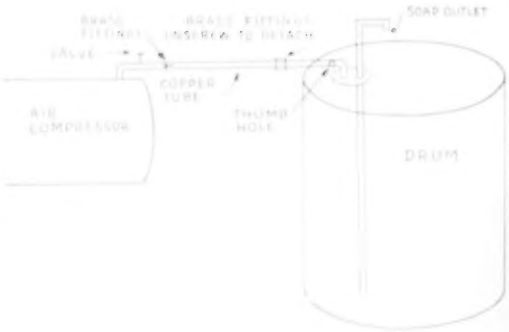
City _____ *State* _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

GADGETS and gimmicks

Prevents Soap Waste

WEARY of seeing a considerable portion of every drum of soap drip out of a spigot and go to waste, one drycleaner developed a gadget which prevents any leaking or dripping and had it made at a local machine shop.



The gadget, sketched here, screws into the hole in the top of the drum. Connected to it is a detachable copper tube which runs to an air compressor. A valve before the tube controls the passage of air. By cracking the valve and holding the thumb over the thumb hole, pressure is built up in the drum and forces the soap out. To stop the soap—just lift the thumb.

Loading-Dock Protection

DOWN in La Mesa, Texas, they *sometimes* have dust and sand storms. When they do just about everything around gets a load of whatever happens to be blowing.

So, when Lloyd Cotton designed his new drive-in store and plant building he took an extra precaution. He built a covered alleyway for route trucks so that they could park in a part of the building while they were loading and unloading. Over the entrance to this alleyway he hung a sandproof metal door. The door drops down over the opening with a 2-inch flanged lip which fits tight against rubber-covered bumpers on the frame.

"Of course we can't keep out all the sand," Mr. Cotton said, "but we do accomplish a much cleaner job of loading and unloading."

Owner Lloyd Cotton at door of truck loading dock. Drive-in lot is 25 by 90 feet; 25 by 50 foot plant building is set back for parking lanes

The Better To See Yourself

At Tom's Cleaning Plant, Woodmere, N. Y., mirror in customer's dressing room off store is bracketed with fluorescent tubes top and sides

One Motor Saved

A SMALL saving was effected at Modern Cleaners, Lincoln, Nebraska, by doing away with one electric motor. On a 42-by-54-inch washer, two 2-inch vacuum pumps were mounted end to end, thus enabling both to be driven with the same 3 h.p. electric motor. On the filter that Modern uses, two pumps are required. However, if one or the other of the pumps fails, since they are on the one motor they both "kick off," preventing the filter from running over.

This installation, says Modern, works as well with a line shaft as with the motor-driven equipment.

CUT COSTS...INCREASE PRODUCTION 20 to 50%

DO BETTER FINISHING

with plant tested...plant proved

Dryco

FINISHING AIDS

DRYCO'S FAMOUS "E-Z SQUEEZE"

WATER SPRAY GUN

Provides
Moisture
Where You Want It
When You Want It

Simply
REACH...SQUEEZE...RELEASE

MODEL F—With 6 ft. hose, coupling valve and suspension spring **$9.95**

Hangs with spray end down. Trigger extends along entire side. Operator merely reaches, squeezes and measured spray is instantly directed to desired area. Dampens fabric just right for top quality finishing. Simple to use, no waste motion. Gives far more finishes per hour.

DRYCO HI-SPEED SHINELESS

SHOULDER FINISHER

EFFORTLESS SHINELESS Shoulder Finishing 3 TIMES FASTER

"PUFF ...and it's done!

TAKES ONLY **6 SECONDS** per shoulder

LADIES' and MEN'S SHOULDER and SLEEVE PUFFER

Features Dryco's special No. 5 utility puffer head for both ladies' and men's shoulders and sleeves.

MODEL 1015

$55.00

Far superior to hand-pad finishing. Polished puffer head fits any shoulder. Quickly restores original fit and drape to shoulder and upper sleeve. Smooths linings and top seams too. No puckers, no wrinkles, no shine. Requires only 14"x16" floor space.

DRYCO "Moisture Conditioned"

STEAM-ELECTRIC IRON

Does Not Waterspot
—even on low
temperature

ONLY
$30.00

complete with cord and choice of 5 lb. or 6 lb. iron

Patented design insures a constant flow of moisture-conditioned steam thru sole of iron. No waterspotting. Particularly safe for use on synthetic fabrics which require low temperatures. Restores feel, drape and appearance for top quality finishing. Preferred by leading plants for 20 years.

Order Now FROM YOUR SUPPLIER.... HE IS OUR DISTRIBUTOR

Dryco CORPORATION

DRYCO EQUIPMENT DOES ONLY A FRACTION OF WHAT IT SAVES

OFFICES: CHICAGO 24, ILLINOIS
FACTORY: SYRACUSE 6, NEW YORK

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Coming

THE OUTSTANDING
LAUNDRY PUBLICATION
OF THE YEAR

GUIDEBOOK OF THE *LAUNDRY INDUSTRY*

Combining:

1. ***EDITORIAL FEATURE SECTION:***

   A Guide to Training Laundry Routemen.

2. ***OPERATING GUIDE:***

   Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in day-out to all plant executives.

3. ***BUYERS' GUIDE:***

   CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

   TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

   MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

in September

HOW TO MAKE SALESMEN OUT OF ROUTEMEN

- **Basic training for the new man.**
- **Training for selling family laundry service.**
- **Training for selling specialties—dry-cleaning, household, blankets and other special services.**
- **Training in effective use of sales aids and presentations.**
- **Retraining for sustained selling.**
- **Training in organization of time and effort.**
- **Individual training in the field—observation, coaching and demonstration.**

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

4. *AND A.I.L. CONVENTION GUIDE:*

full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Boston, Mass., October 7-9.

STARCHROOM LAUNDRY JOURNAL

20 N. Wacker Drive
Chicago 6, Ill.

304 East 45th Street
New York 17, New York

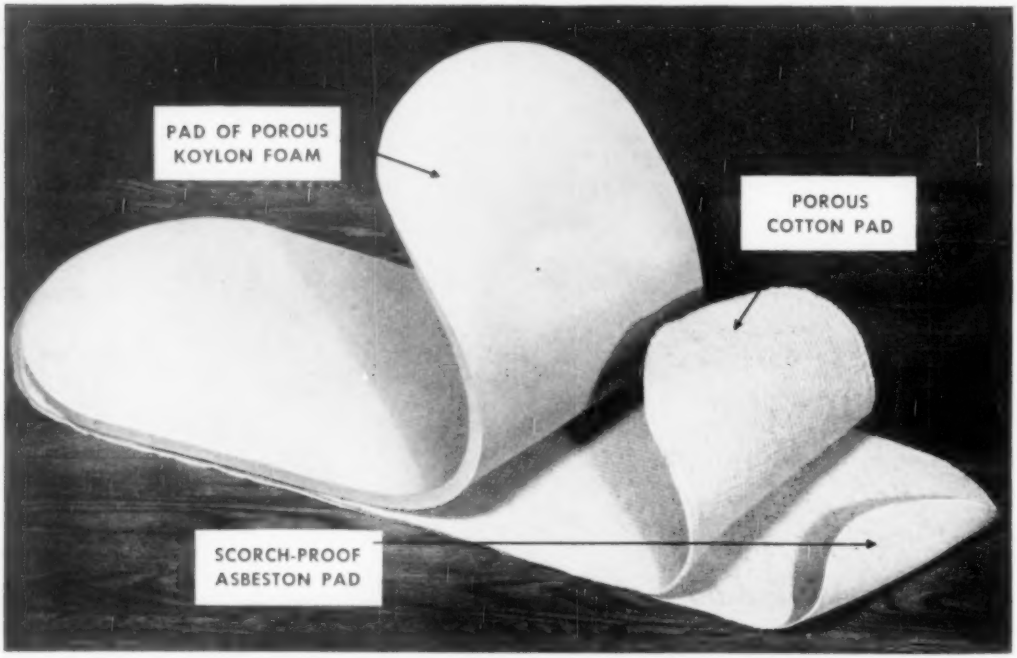
1175 Woodbury Road
Pasadena 6, California

"HAND-PRESSING" RESULTS

WITH NEW

U.S. Koylon® FOAM *Pressing Pad*

INSULATED WITH FLAME-PROOF ASBESTON* FABRIC



Range of sizes • Easy installation
Molds to shape, pad trims evenly over edge

MORE EFFICIENT • MORE ECONOMICAL

- NO breaking or crushing of buttons, zippers
- Less shine on fabrics

- Quick steam and vacuum. Reduces finishing time
- No Lint

- Cuts maintenance and replacement costs
- Increases safety

You get far better work—faster, easier, too—with real safety of operation. For this pad smooths and presses, yet fluffs up fibers—prevents suit shine. Buttons and zippers sink into the foam, so they won't break. The layer of Asbeston, woven with rock asbestos is fire-resistant. Discover the revolutionary advantages and economy of this pressing pad. Available only through your jobber. •

UNITED STATES RUBBER COMPANY

Koylon Foam Division, Mishawaka, Indiana • *Serving Through Science*

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NOW

GROSS gives you
YOUR CHOICE

the GROSSAIR Open End TUMBLER with REVERSING or NON-REVERSING CYLINDER!

Both dry and deodorize more... and better... at less cost... and in less time!

The GROSSAIR Open End TUMBLER is now available with either a reversing or non-reversing cylinder . . . faster drying, faster deodorizing.

The GROSSAIR steam humidifier properly distributes the moisture content of the steam within the cylinder and throughout the garments. Not only does it thus eliminate static—but it removes the lint adherence to the garments which results from the static generated by the garments rubbing together.

And no other tumbler moves air in such volume as the GROSSAIR multivane fan at a minimum of cost. The GROSSAIR fan eliminates air pockets and permits immediate discharge of solvent-saturated air without back pressure. The air is completely changed approximately 75 times a minute!

But more RAPID DRYING and more COMPLETE DEODORIZING are only two of GROSSAIR'S many exclusive features!

Write or wire for all the details . . . for how you can turn GROSS into NET!

BOTH The GROSSAIR Reversing and Non-Reversing Cylinder TUMBLERS have ALL these FEATURES!

- Built-In Removable Lint Trap
- Specially Designed Suction Air Fan
- Built-In Air Filter
- Solid Steel Plate Trunnion
- Series of Aerofin Seamless Non-Corrosive Copper Tube Heating Elements
- Baffled Air Control
- Finger Tip Front Control Dials
- Dual Bearings—5,000 lbs. Cap.
- Double Shell — Retains Heat in Cylinder Longer

*Founded 1923

GROSS MACHINERY COMPANY, Inc.

Originators and Manufacturers of the World's Finest Cleaning Equipment

179 HALBERT ST. BUFFALO, 14, N. Y.

Foreign Correspondence Invited

When writing to advertisers please mention The NATIONAL CLEANER & DYER

National CLEANER and DYER

Vol. 41, No. 6 EDITORIAL JUNE, 1950

CAN'T SERVE TWO MASTERS!

WE urgently beg the dryecleaners of the state of California, or any other state, to discontinue their efforts to maintain price controls. The plea is made at this time because a price war, which erupted at the same time, threatened to disrupt the recent annual convention of the California drycleaning association.

The first reason for restoring free enterprise is patriotic, selfishly so. It is time for the dryecleaners, in common with all other businessmen, to make their bid to break the spiral of inflation. It is time to ensure that the dollar we invest today will be worth a dollar in our old age, and that the pension our employees receive will buy them more than cigarettes when the time comes to receive it. We cannot go on charging higher prices to pay higher wages that buy fewer necessities!

This emphasis on price is basically wrong. It implies that the public has to pay what we choose to charge—which it doesn't! It encourages the negative approach that if you don't get the price, you can't do business, you can't produce cheaper, you can't sell better. Yet the American standard of living came of trying to make what the customer would buy in ever greater quantities at ever lower costs.

Dryecleaners cannot afford to act as though other dryecleaners were their only competition. Today the television set is probably the greatest competitor for the dollar that might go for dryecleaning clothes oftener, if the customer were sold on the necessity for it.

There are two-and-a-half times as many dryecleaners as there were before the war, four times as many as at the beginning of the depression. That's still not enough to clean all the clothes and household items that need cleaning. But it's far too many to make a living at luxury prices.

Prices can floor a dryecleaner in two ways. "Cut prices" that drag a cleaner's sales below his break-even point work awfully fast these days. Price wars don't last as long as they used to because high costs drive out the inefficient operators quicker than they did during the depression. But if prices are fixed at a high level many operators eliminate themselves—more slowly perhaps, but just as effectively. These, then, are the plantowners demanding ever higher prices to bury up their foundering businesses. It is noteworthy that more dryecleaning plants seem to be failing today in the areas enjoying controlled high prices than are going under in free-enterprise areas.

There is another very simple way of cutting prices that can't be legislated against without calling in Uncle Sam to do the whip cracking. If the proprietor of Krazy Kleaners were to add four percent of gross sales to his advertising budget, a half percent to soap costs, two percent to finishing costs, two percent to packaging costs, and one-and-a-half percent to customer controls, he would increase his costs ten percent of gross sales. Although he didn't cut his price the net effect would be a ten percent improvement in quality and promotion; as a result he would draw considerable volume from other cleaners, who would then be just as unhappy as though he had cut his prices ten percent.

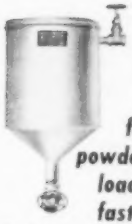
In all sections of the country there appear to be roughly three markets for dryecleaning, which vary as to actual price in each community but may be classified as thrifty, standard and de luxe. When a single price is fixed for all dryecleaning the bottom section is frozen out of the market almost entirely, and the top bracket remains dissatisfied and suspicious.

Where the price has not been arbitrarily set, the dryecleaners of a community separate themselves into the three-price strata automatically, with some overlapping. When a dryecleaner is losing volume in such a free market it means he either isn't selling his service, or else he's in the wrong market, overpriced, or even underpriced. Someone else is doing a better job than he is in his price bracket. In a controlled market like the California counties and Detroit the volume at the higher price dwindles away until the weaker plants fall below their breakeven points and go under. Meanwhile, a very few concerns show gains or minor losses in volume. The net effect is to separate the men from the boys in *either* case.

Another reason for de-emphasizing price controls is to remove the temptation to have an understanding with unions about policing a controlled area. Regardless of the social or legal aspects of such policing, the benefit to the dryecleaners is only temporary. In fact, by postponing the inevitable economic accounting the mess is all the worse when it breaks. When it's all over the dryecleaners find the unions ruthlessly in the saddle, a considerable price to pay for a temporary advantage.

The customer holds the whip hand. No law can force a customer to buy. Only those regulations benefiting the customer build any permanent foundation. Any move counter to that principle is fraught with danger. Therefore, we feel that California has gone a long way toward protecting public interest in her strict regulation of building construction and maintenance in the effort to promote safety and healthful conditions. Even with the inevitable abuses it is strictly in the interests of the public. So, too, is the testing program to screen out those potential dryecleaning plant operators who merely regard the business as a pleasant and lucrative racket.

But let's cease pouring money down the price control rat hole. Let's put that money into schools to train dryecleaners to be efficient managers and salesmen. That would really be in the public interest!



BISHOP FILTER POWDER INJECTOR

for cleaner powder, cleaner loads, cleared faster, easier

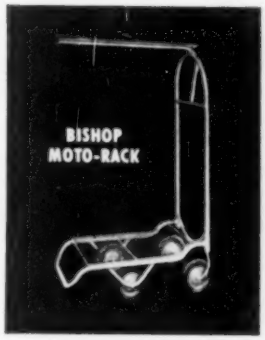
Sends filter powder direct to filter, away from garments . . . saves hundreds of steps, hours of time. Simple operation. Easily installed.
B67 .....$24.50

BISHOP MOBILMARKR

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes:
B2-133D (120#) . . $ 98.50
B2-131D (200#) . . $169.50

BISHOP MOTO-RACK

New, faster way to ROLL bagged work to delivery . . . carries 50 assorted, bagged garments without crushing or wrinkling. Saves labor. Very maneuverable, compact.
B24-10 .....$69.50



BISHOP CLEANERS SORTING REEL

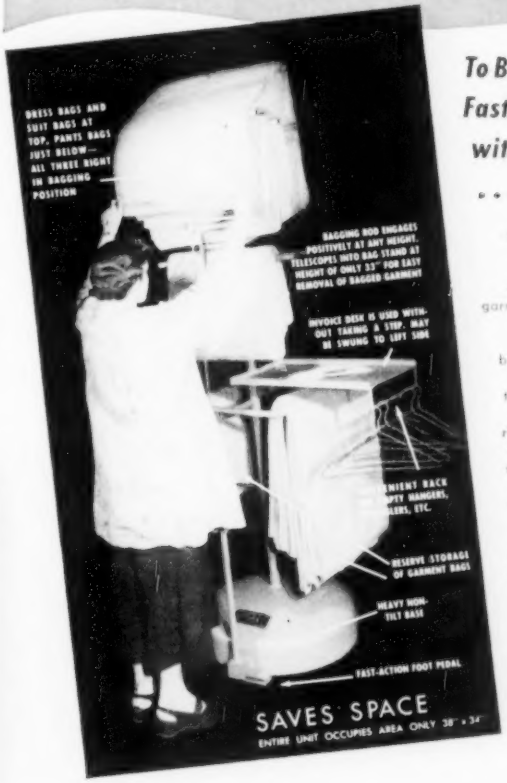
For automatic garment assembly, twice as fast in half the space. Saves 25 miles of walking daily. Holds 350 dresses or 200 suits. Pays for itself.
B12-50 .....$99.50

BISHOP CLOTHES CARTS

Cut handling from tumblers to spotters to finishers. Holds up to 150 pounds (3 tumbler loads). Saves space, reduces fatigue. All-steel.
B2-100 .....$29.50

BISHOP BAG-O-TEER

Combined Bagger, Invoice Desk and Bag Storage Rack



To Bag More Garments Faster, In Less Space with NO WALKING . . . NO REACHING . . . NO LIFTING

Every aid to fast, efficient, effortless bagging of cleaned garments is right at the operator's fingertips with this compact, complete unit. It comprises a bagging stand, overhead racks for several hours' supply of three sizes of bags, an invoice desk (adjustable for either right or left-handed operator), and racks for a large reserve supply of bags—all contained in less than one square yard of floor space. The overhead bags are in position to be dropped quickly and easily into place over the garment. Bagged garment is removed from the stand with only a slight upward lift to one side. Over-all height of unit, 88½", height to top of extended bagging rod, 67". Heavy steel base 24" diameter....needs no bagging to floor. Model B30-1, only $59.50.

©1950 G. H. BISHOP CO.

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO, MANUFACTURERS SINCE 1893

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ALL—IN—ONE

Efficient Method Marking, Assembly

by W. D. SHRIVER

THE "red tape" part of the dryeleaning business was worked out at Bond Cleaners over 15 years, during which we tried many systems. We wanted something simple, easily maintained and accurate. We believe it is good and for that reason are passing it along to the management of plants whose systems are too elaborate and costly, or to those who are thinking of changes that might improve their present form of control.

We use a two-part, prenumbered sales ticket padded in book form, 50 sets to the book. The original, listing in detail articles to be serviced, is stapled to the finished order. The duplicate is placed in an alphabetical file after the order is completed and the bagger has inserted the storage-rack number and her initials. When a customer calls for an order, the clerk removes the duplicate from the file, glances at the rack number, then checks the ticket number, because bags are stored on the rack in numerical order.

The order is located by looking for the ticket number instead of the customer's name because numbers are easier to find than the longhand-written name. But when the order is found, the name on the duplicate is checked against the name on the bag before it is given to the customer.

The duplicate is then placed in the cash drawer to check against cash at the end of the day. If the transaction is not cash, the ticket is stamped "charge" and separated from cash tickets for entry on the accounts-receivable ledger.

We also list the ticket number, customer's name and amount of the order on a daily report form that will accommodate 25 orders, or a lot. All of the articles in one lot have the ticket numbers listed on blue tags, which are pinned with No. 2 safety pins to standardized places on the various articles. The next lot of 25 orders will carry red tags, then pink, orange, yellow, green, then back to blue again.

DAILY REPORT

BOND CLEANERS

DATE 9-26-29 TOTAL WORK

Cash Received

CASH P. O.

BALANCE

Pink

		AMT	PD.	CHG.
9125	Inske	90	OCT 3	PAID
9126	Jones	60		
9127	Kenrell	1.45	OCT 1	PAID
9128	Carter	1.20	SEP 28	PAID
9129	Sager	2.40	SEP 29	PAID
9130	Sager	60	SEP 28	PAID
9131	Booth	30	OCT 1	PAID
9132	Woodward	60	SEP 28	PAID
9133	Cannon	90	OCT 1	PAID
9134	Roe	1.20	OCT 1	PAID
9135	Henry	1.00	SEP 27	ENT'D
9136	Johnson	1.20	SEP 29	PAID
9137	Johnson	1.50	SEP 29	PAID
9138	Gregoner	50	SEP 30	PAID
9139	Brent	1.20	SEP 27	PAID
9140	Inske	1.20	OCT 5	PAID
9141	Million	1.20	OCT 1	PAID
9142	Langfels	1.90	SEP 28	PAID
9143	Thomas	2.30	OCT 1	PAID
9144	Roe	1.00	SEP 28	PAID
9145	Fisher	60	SEP 28	PAID
9146	McNamera	1.50	9-28-30 SEP 29	PAID
9147	Longlesworth	1.20	OCT 1	PAID
9148	Skillman	60	SEP 29	PAID

Left: "Pink" at top is for lot. Blank after 9126 shows order not called for; 9135 is red stamped to show charge; 9146 in ink to show order is broken. Below: Owner's wife, Mrs. W. D. Shriver, takes ticket from file.

SYSTEM

Coordinates Invoicing, and Customer Control

Bond Cleaners, Paris, Kentucky

The size of the lot varies in proportion to the size of orders brought in, but it is cleaned, spotted, pressed, inspected, assembled, bagged and filed as a lot ahead of the next color. Reruns and recleans are mixed with the next lot regardless of color and are finished first so as to catch the original lot and order.

In the cleaning room it may be necessary to mix lot colors to get correct machine loads, but they are easily reassembled by the spotter before the lot is moved to the presser.

We keep a control sheet which lists the ending number, color, and time the completed lot was received. After bagging, the time of completion is entered on this sheet. This shows the number of lots in the plant. With a little practice, management will be able to predict completion time with high accuracy.

Press-only's and specials carry white tags and take priority in each department. This assures speedy movement to the bagger.

The daily report forms are filed in pad form in numerical order. After checking the cash tickets against cash received at the end of the day, we sort the tickets into numerical order and, with a self-inking date stamp, we stamp the date the order was delivered to the customer. We use a blue stamp for cash sales and a red stamp for charge sales.

This daily report form serves as a perpetual inventory of the orders on hand, because any order not dated in the right-hand column is still in the plant. If an error should develop this form contains the key that will solve the mystery. It shows the date the order was received, lot color, order number, customer's name, amount of order and date delivered to the customer.

SINCE you have read this far you must be interested, and have probably thought of a good many ways in which this system would present complications. It

(Continued on page 42)

Right: Same daily report form is used to record movement of lots. Below: Close up of tray from file. Note method of alphabetization; also orange (dark) tabs which are moved forward with order, thus show quick

DAILY REPORT

BOND CLEANERS

DATE _____ TOTAL WORK _____

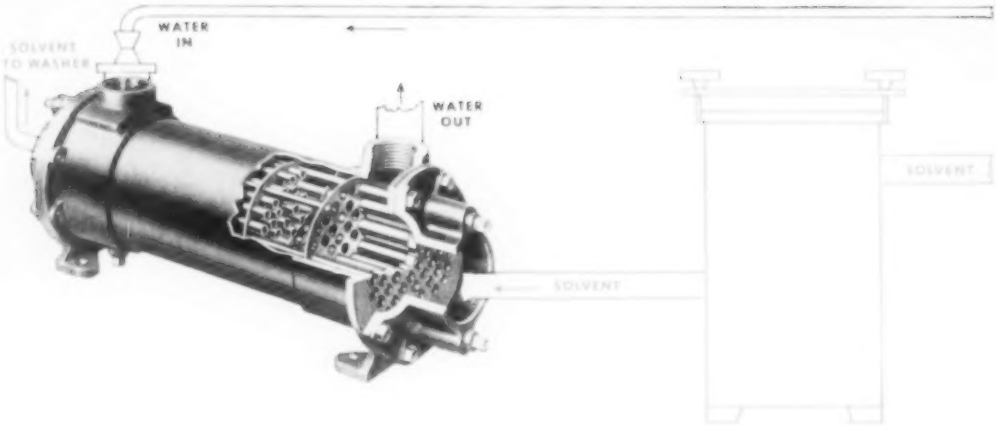
Cash Received _____

CASH P. O. _____

BALANCE _____

NO	Color	Time Received	AMT	Date	Time PD Finished	CHG	Date
30702	Red	10 30		Jan. 1	11 00		Jan 7
726	Pink	11 20			12 00		
750	Orange	2 15			2 10		
774	Yellow	1 50			2 40		
798	Green	6 40			3 30		
823	Blue	8 15		Jan 7	4 00		
846	Red	9 15			9 45		Jan 10
870	Pink	10 15			10 40		
894	Orange	11 45			11 50		
918	Yellow	12 55			1 50		
942	Green	1 45			2 25		
966	Blue	3 05			3 25		
990	Red	4 30			10 25		Jan 11
31014	Pink	5 35			10 45		
31038	Orange	8 50		Jan 10	1 30		
31062	Yellow	11 50			2 45		
31086	Green	2 20			3 15		
31110	Blue	4 15			4 00		
31130	Red	6 00			4 30		
31154	Pink	8 25		Jan 11	9 35		Jan 12
31178	Orange	9 55			10 10		
31202	Yellow	12 00			10 50		
31226	Green	1 20			11 45		
31250	Blue	2 45			1 50		

EMERY Research working with ROSS
ENDS SOLVENT TEMPERATURE



Trouble means research to Emery Industries, Inc. Three years ago when complaints involving poor cleaning, excessive spotting and shrinkage became prevalent throughout the entire dry cleaning industry, Emery recognized that HOT SOLVENT was to blame. New, larger equipment, running at several times pre-war capacity, all crowded into the same cleaning room, caused this condition. With this problem to solve, Emery turned for advice to the experts in this field.

NO HOT SOLVENT WITH THE ROSS COOLER!

The problem and its causes were given to the Ross Heater and Manufacturing Co. It had been determined through research and extensive tests that best cleaning results are obtained only when solvent temperatures remain between 75° and 85°F. Below this range dirt removal falls off . . . above, cleaning efficiency drops and color, wrinkle, and other problems appear. The solution was ready-made with the Ross Cooler which was easily adapted to keeping solvents at optimum temperature regardless of the conditions in the cleaning rooms.

There's a model and size Ross Cooler for every plant. For complete illustrated data on coolers and prices write to:

ROSS HEATER & MANUFACTURING CO., INC.

Division of American Radiator and Standard Sanitary Corp.

1407-1411 West Avenue, Buffalo 13, New York

FREE INFORMATION ON ROSS COOLER

Emery Industries, Inc., Cincinnati 2, Ohio

Gentlemen:

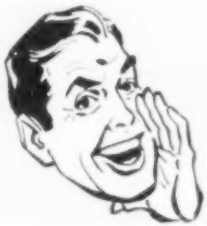
Please rush me complete data on the Ross Cooler for preventing harmful hot solvent.

Name ..... Title .....

Plant Name .....

Address .....

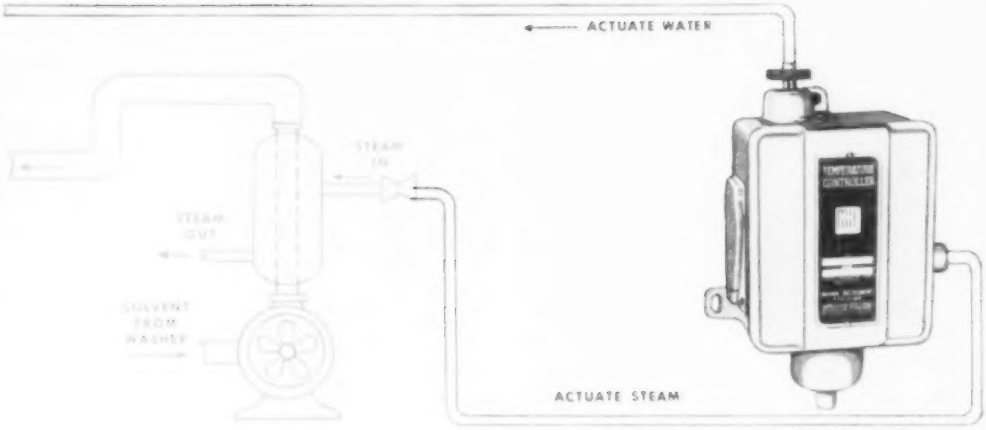
City ..... State .....



WRITE EMERY FOR FREE SOLVENT TEMPERATURE CONTROL DATA!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

and MINNEAPOLIS-HONEYWELL PROBLEMS, SUMMER & WINTER!



By itself, a way to keep solvent cool is not enough. An automatic control is a must to be sure that temperatures are kept within the desired range regardless of conditions.

MINNEAPOLIS-HONEYWELL CONTROL FOR WINTER & SUMMER CONDITIONS!

The Minneapolis-Honeywell regulator is designed to work with the Ross Cooler in the summer, and in the winter with the regular heater supplied with all filters. It eliminates human error and guarantees minimum cost of maintaining solvent temperature *12 months a year!*

Compressed air actuates all controls regulating the flow of water through the cooler and steam to the Heater. Over-heated or over-cooled solvent is eliminated regardless of outside temperature conditions. Savings in water and steam are made possible. For complete data and specifications for automatic regulator control write:

MINNEAPOLIS-HONEYWELL REGULATOR CO.

Industrial Division

Wayne and Roberts Avenues, Philadelphia 44, Pennsylvania

This is another example of Emery's program to standardize operations for quality results. In 1932 Emery introduced the idea of controlling tumbler temperatures. Ten years ago the first automatic controls were developed in conjunction with Emery engineers. Today most plants follow these practices . . . usually automatically. It is this research for tomorrow that has made the Sanitone program the one sure route to better dry cleaning.

FREE INFORMATION ON MINNEAPOLIS-HONEYWELL REGULATOR

Emery Industries, Inc., Cincinnati 2, Ohio

Gentlemen: Give me all the facts about the Minneapolis-Honeywell Regulator for holding solvent within the proper 10° range automatically.

Name.....Title.....

Plant Name.....

Address.....

City.....State.....

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BOND CLEANERS

NAME .....

NUMBER .....

AMOUNT .....

Paris, Kentucky.

Date .....

Dear Customer:

Our Bailee Insurance has expired on your order brought in ..... because of the thirty day limit.

We can, with your permission, place it in our POLARIZED STORAGE VAULT, where it will be insured against fire, theft, insect, mildew, and dust. Storage charges are based on your valuation.

Please advise.

Yours truly,

BOND CLEANERS

Left: Stub used to indicate part order. Right: Postcard serves two purposes: notifies of orders kept over 30 days and promotes storage

(Continued from page 20)

is not, of course, a cure-all. Here are some of the variations we have adopted.

There are certain customers who bring in an armload of clothes and then come after them one shirt or sweater at a time. We mark on the duplicate ticket the article taken and the date and subtract the amount paid from the total. The original ticket remains unchanged on the balance of the order and the duplicate ticket is returned to the file, but the customer's name, ticket number and amount paid are written on a small cash stub and put in the drawer to check cash. The date and amount of payment are entered on the daily report in ink instead of being stamped, so as to spot broken orders.

The best method of handling these customers is to list each article on a separate order. This takes a little longer in marking in, makes your lots smaller and uses up more bags and hangers, but the time saved in handing out finished orders and the satisfaction of having each order complete and accounted for are well worth the added cost and effort of handling the minority in this way.

We wrap sweaters and household items and box hats. When an order contains these items we split it and mark both orders to show that they are part orders.

When a dress is booked in, the belt is listed also and tagged separately from the dress. The dress tag carries the letter B under the tag number. Belts are cleaned separately and go to the dress finisher who keeps them separated as to lot colors. Before a lot is finished all the belts for that particular lot must be assembled with their respective dresses. The assembler is the final inspector to see that each belt listed on the order is there. If there is no belt on the dress, we mark "No B" after the dress entry on the ticket.

This little precaution stops a lot of complaints on the first call and makes a hunt through the plant for a lost belt unnecessary. We know that no belt came in with the dress, and no dress is ever bagged without a belt if the ticket calls for a belt.

We use a marking machine which prints and stacks any number of tags the order calls for. After an order is listed on the ticket, the number of tags required is determined by counting the items on the ticket and making that number of tags. If the number of tags and pieces of clothing check, then we know that the correct number of pieces was listed on the ticket. If incorrect a complete check of the order is made immediately.

In pinning the tags we have a standardized procedure designed to aid the assembler and bagger who are the only other employees who check the numbers closely. In coats and dresses the tags are pinned in the underarm seam at the cuff of the right sleeve; in vests, at the bottom of the right underarm seam, and on pants they are pinned upside down near the back seam.

After inspection the lot moves forward to a rack that holds 25 assembly hooks to which have been attached in numerical order the original and duplicate

Note box for rack number in upper right corner of invoice

POLARIZED CARE FOR FURS AND GARMENTS

33066
BOND
CLEANERS

RACK

PHONE 236 920 S. MAIN ST.

PARIS, KY. ..... 19 .....

NAME .....

ADDRESS .....

ARTICLE	PRICE	
CLEAN AND PRESS	TOTAL	
PRESS ONLY	WILL CALL	DELIVER

MON.	TUES.	WED.	THURS.	FRI.	SAT.

NOT RESPONSIBLE FOR GOODS LEFT OVER 30 DAYS
ALL GARMENTS ARE CLEANED AT OWNER'S RISK

MERCHANTS INDUSTRIES, INC. BELLEFONTAINE, O.

. . . at this time of the year, when lint gives plenty of trouble (and costly), try . . .

DICALITE*7 — it stops linting by eliminating the cause. This "anti-static" filter powder makes either petroleum or synthetic solvent conductive and the static charge passes off harmlessly to the ground. Hundreds of dry-cleaners use Dicalite 7 regularly; one cleaner in Washington, D. C., says: "I ran a mixed load, consisting of a wool blanket, lady's black dress, and a navy blue robe, to test your statement towards lint. Results astonishing — no lint". Give Dicalite 7 a trial—it will also increase soil removal to give you whiter whites and cleaner, brighter colors. You will not only save the extra time and expense of "de-linting", but you'll reduce spotting and wet cleaning. In short, you will turn out more and better cleaning at lower cost.

*Reg. U. S. Pat. Off.

DICALITE DIVISION
GREAT LAKES CARBON CORPORATION
NEW YORK 17, N.Y. • CHICAGO 13, ILL. • LOS ANGELES 14, CAL.

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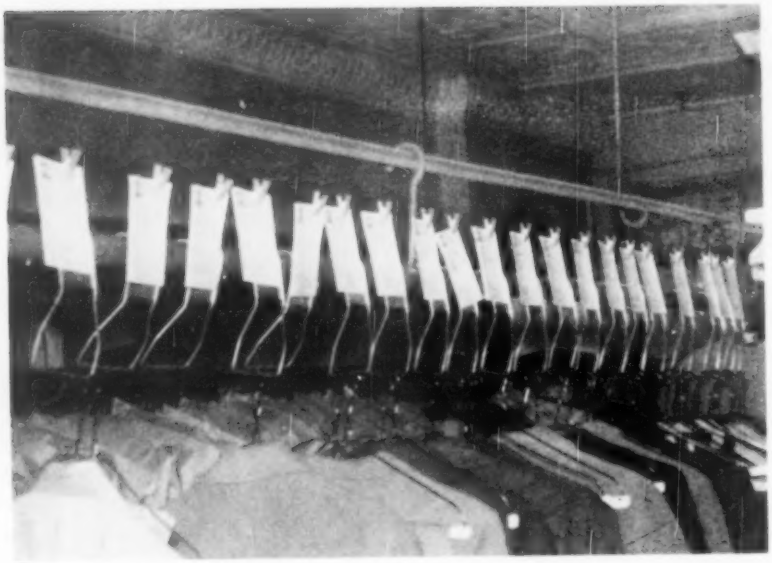


Assembled orders ready for bagging. Invoice numbers run consecutively; number of items on hook is checked against ticket

tickets of the 25 orders which the lot should contain. The assembler then places each garment on its assembly hook. After this is completed she checks the number of items on the hook against the ticket. If the order is complete, pins are removed from the garment, closed and dropped in a box for re-use.

The tag is secreted in a pocket or seam of the garment from which it was removed. We do this for two reasons: one is to check on complaints by customers who have destroyed their tickets; the other is to aid in the location of errors that happen from misreading of numbers.

Our call office is small and in order to utilize all available space we have eight two-tier racks on which we hang orders in 36-inch bags. We also have seven racks on which we hang orders in 54-inch bags. The length of the bag determines the rack on which the order is hung. The invoice numbers run consecutively on each rack, and once an order is placed on a rack it remains there until the customer calls for it, with the following exception:

Each week we check the racks for orders that have been there for 30 days. These orders are removed to a full-length rack and placed on that rack in consecutive order number. The rack number is changed on the duplicate ticket in the file and we mail a card of notification (see sample reproduced) to each customer.

In this way all our old orders are on one rack in consecutive order. The cards not only remind customers of forgotten orders but call attention to our storage service, and they help to move these old orders either out or into storage.

IN bagging, the original ticket is stapled to the order and it is put on one of the racks in numerical order. The bagger initials the back of the ticket and writes the rack number on the duplicate, which is filed in alphabetical order.

This file was designed for the purpose of filing invoices in pockets. In the file we use the pockets are vertical instead of the usual horizontal arrangement. Our business is principally cash-and-carry, and we use this file for the purpose of filing duplicate tickets.

We have a separate pocket for regular customers; we have pockets labeled with the surname Jones, Roberts or Smith, for occasional customers, and we have pockets labeled Jo, Ro, or Sm for other names that are not so common. The reason for breaking the alphabet up into so many parts is to reduce the number of tickets that tend to find their way into the miscellaneous file which is maintained for each letter.

With this system all the tickets of our regular customers are in one pocket. The clerk quickly finds them, gets the rack number from the ticket corner, and walks to the proper rack. She can thus wait on a customer in a matter of seconds. This is a service that is really appreciated by a customer who may be double parked, holding a taxi, or having someone drive around the block while he goes in to get an order.

Also, some customers have two or more orders and the clerks usually stop when they see the first ticket. That leaves an order or two on the rack taking up space, makes you wait longer for your money and obliges the customer to make another trip when he finally misses the garment that he thinks is at home.

This system can also be used to show automatically the date of the last order and flash a warning signal that a regular customer has quit for no apparent reason. This is accomplished by an orange signal that is moved forward with each order. When it stops going forward, you know that something is wrong and must be corrected. The clerk must move the orange signal with her finger when she places the invoice in the file for the first time that month, but we feel this is much less work than maintaining customer control in any other way.

This file will cost more than a standard index file. However, when you realize the time saved in not having to leaf through a handful of tickets; the possession of a customer control file that is automatically kept up to date without the labor of posting to cards; the customer satisfaction of receiving all orders in a matter of seconds—you will see that you have made a splendid investment. ★ ★

Peoria Cleaners Save Time . . . Speed Production

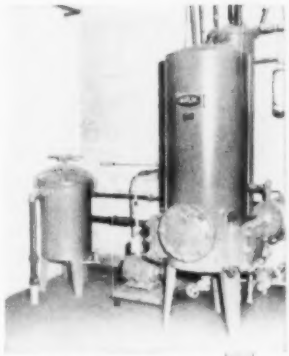
. . . with a BUTLER STILL

Ray Stone, Proprietor, Peoria Cleaners, Peoria, Ill.

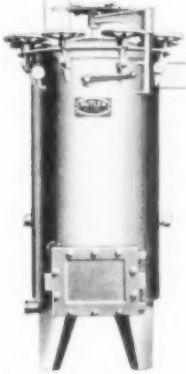
Says. . . "Since installing our Butler Still, our drying time has been reduced from 30 to 35 minutes to 18 to 20 minutes. Now, our tumblers are always ahead of and waiting for the next load to come from one of our washers.

"We notice by using distilled solvent, we can dry and deodorize clothing quicker and with lower and safer temperatures."

For extra profits and savings—do as Ray Stone and scores of other cleaners are doing . . . install a Butler Still. Ask your Butler representative for details.



125 g. p. h. Butler Still used by Mr. Ray Stone, Peoria Cleaners, Peoria, Illinois.



Here's Another Big Money Saver . . . the BUTLER BIG FLOW FILTER

Butler Big Flow Filters pay off in faster, better cleaning . . . more loads per day . . . reduced spotting costs. Butler Filters come in 3 styles, 6 sizes to suit your needs.

Butler Builds a Complete Line of Cleaners' Equipment

Check Your Own Solvent Flow Rate FREE!

BUTLER MANUFACTURING COMPANY

Send for a FREE "Clean Flow" Filter Meter

Tear Off and Mail This Coupon TODAY

Address Dept. NC66 BUTLER MANUFACTURING COMPANY
7452 E. 13th St., Kansas City 3, Mo.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

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Partner Stanley Golomb (left) discusses poundage chart with plant manager of Schmukler's Cleaners of New Rochelle, New York. The daily figures are noted in columns above and then transferred to graph below

by JOHN J. DUNN

EMPHASIS ON CLEANING

Plantowner with Eye to Fundamentals Concentrates on Drycleaning Operation

STANLEY GOLOMB, partner in Schmukler's Cleaners of New Rochelle, N. Y., has one major criticism of the drycleaning industry. This suburban plantowner contends that too many drycleaners carry on a continuous search for methods to reduce costs and improve quality in the spotting, finishing and assembly departments while blandly by-passing the most important element of all, the drycleaning cycle.

Schmukler's, in which Stanley Golomb is associated with his father, Maurice Golomb, specializes in a premium-priced service designed for charge-account customers. In maintaining the standard on this type of work, Mr. Golomb lays principal emphasis on a regular program for assuring top performance from the drycleaning unit. Here, the plantowner maintains, good procedure and full understanding will eliminate many production problems before they can develop.

At Schmukler's the most faithfully maintained record is a compilation of poundage going into the drycleaning machine. The operator weighs each load and records it in a loose-leaf record book. The weekly totals are transferred to a wall record and plotted on a graph.

Besides their obvious uses for predicting future seasonal highs and assuring optimum loading of the unit, these records govern the clean-out schedule of the filter. With a 28-pound machine, the plant uses six ounces dry measure of filter powder per load and the filter is cleaned out after from 200 to 230 loads have been processed. Experience with the unit has shown that this poundage will bring the muck up to the level of the manifold. Mr. Golomb emphasized that a clean-out schedule based on poundage rather than pressure permits the operator to foresee when the job will be necessary. Thus, he can plan the removal of the muck at a time when there is no interference with normal production.

Backwashing—at the proper time—is used to control the pressure between the regular clean-out periods. In this respect, the New Rochelle cleaner underlined the importance of scheduling backwashing when the pressure reaches five pounds. If the cleaner delays until this reading climbs to around 15 pounds, Mr. Golomb pointed out, the filter powder may completely fill the spaces between the bags and action of the backwash will be totally ineffective.

The soap, moisture and solvent stock solution is mixed in accordance with the supplier's recommendations, but the proportion of water is varied somewhat with the humidity of the weather and, consequently, with the amount of moisture in the garments being cleaned. The normal proportion is two ounces of soap to two ounces of solvent to two ounces of water. During a spell of unusually dry weather the moisture is brought up to four ounces while in periods of high humidity moisture may be eliminated altogether from the stock solution.

Shrinkage, Mr. Golomb pointed out, is produced only by "free moisture" in the wheel; that is, moisture in excess of the amount which can be emulsified by the soap. Since most soaps will carry water many times their own weight, shrinkage is no problem where moisture is used in combination with the proper amount of soap.

Mr. Golomb contends that moisture in the wheel is more important in the synthetic cycle than in the petroleum since chlorinated solvents are inclined to carry a heavier static electric charge. Moisture is the best control of the static that tends to hold soil in the fabric and give the garments a harsh feel and dull color.

To obtain best results from the operation of the drycleaning machine, the New Rochelle plant carries on a thorough inspection and maintenance program. Mr. Golomb emphasized that a wheel either too fast or too slow will invariably produce inefficient cleaning. Similarly, a faulty filter pump may cut the flow of solvent below the recommended one and a half to two turnovers in the wheel per minute. These and other unseen factors may impair quality and inflate costs in several other departments—and this is what Schmukler's aims to eliminate by concentrating on the drycleaning machine first. # #

A New Fur Cleaning Principle
A New Profitable Result

Get The Facts About
DUMITE!

Easily, quickly applied with brush, then wiped with absorbent cloth! It is as simple as that. DUMITE'S millions of tiny bubbles dissolve and hold in suspension all types of dirt whether water soluble or grease laden. DUMITE is so stable the suspended dirt and grease can be easily and thoroughly removed without immersion or rinsing. Safe to dyes. Won't shrink linings or fur pelts when used as directed. Pleasing to handle. Harmless to workers' health. No fire hazard. Therefore, used anywhere.

With DUMITE, you may start in a small way. As few as thirty coats per season will show you a profit with the DUMITE process. Pleasing results to customers will quickly build your volume. An interesting source of new business for you. Let your customers know that you can take care of their furs as well as their other fine wearing apparel. Use coupon below or write on your letterhead.

WALTER HAERTEL COMPANY 2840 FOURTH AVE. S., MINNEAPOLIS, MINN.

SPECIALISTS IN FUR CLEANING AND STORAGE VAULT EQUIPMENT

Without any obligation on my part, give me all the facts about the DUMITE process including illustrated folder.

FIRM _____

BY _____

ADDRESS _____

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Since 1916, Belisle Cleaners of Baton Rouge, La. have used HOFFMAN EQUIPMENT to build rising volume

As one of Baton Rouge's first drycleaning plants, Belisle has had 34 years to watch equipment "come and go". There have been the novelty . . . the gadget . . . the item made "for a price"—offered by firms that were "here today, gone" when service or replacement parts were needed.

But Belisle Cleaners have not been fooled. Always they have found it a paying proposition to rely on better-built Hoffman products for the job of giving customers cleaning service of unfailing high quality. Volume has grown steadily over the years—and gives every indication of holding at high levels for the future. Moral for new and old drycleaners is simply this: When you make it a *policy* to choose Hoffman equipment, you're doing a lot to *insure* a long, profitable life for your business!

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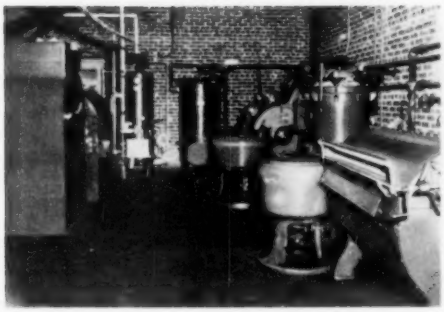

Cleaning room equipment at Belisle includes Hoffman "Lo-Front" and "Greyhound" washers; still; filter; "Economy" and "Ucon" tumblers and "Vorclone" extractors.

The 100% Hoffman finishing department is made up of Hoffman utility, mushroom, and linen press arrangements, plus steam and air finishing machines.

Plant of the Month

Plant layout and store design of the new Belisle Cleaners and Furriers building were prepared with the cooperation of U. S. Hoffman experts. The modern, efficient set-up (opened in 1943) handles all retail work at the one location, with 40% of the work provided by three route trucks—the other 60% brought in by customers.

How can *your* plant be modernized for greater profit with Hoffman equipment and planning service? – ask your Hoffman representative, or write us, today.

Tops in Value since 1905...

HOFFMAN

U.S. HOFFMAN MACHINERY CORPORATION

105 Fourth Ave., New York 3, N.Y.

For More Years—For More for the Money—More of America's Drycleaners Choose HOFFMAN

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25 YEARS AGO... JUNE, 1925

QUALITY ALONE IS FOUND NOT ENOUGH TO HOLD CUSTOMERS.... AS PROVEN BY THE MANY COMPLAINTS AND CLAIMS THAT ARE OFTEN UNREASONABLE!

BASED ON THREE MONTHS OPERATION, SALT LAKE CLEANER ANNOUNCES UNQUALIFIED SUCCESS IN THE USE OF CARBON-TETRACHLORIDE IN DRY CLEANING

DEVELOPEMENT OF PRACTICAL MOTH-PROOFING METHODS OPENS HIGHLY PROFITABLE FIELD FOR CLEANER... SURVEYS SHOW MANY HOUSEWIVES LIVE IN TERROR OF MOTHS.

10 YEARS AGO.... JUNE, 1940

LIFSEY'S CLEANING PLANT, MONTGOMERY, ALABAMA, GOES INTO THE LAUNDRY BUSINESS WITH A GREEN CREW... PRACTICE WITH EMPLOYEES' GARMENTS.

N.A.D.C. LAUNCHES NATION-WIDE PUBLICITY CAMPAIGN TO STRESS THE "FIRST-RATE" CLEANING OFFERED BY ITS MEMBERS.

FRANCIS JACOBIAN, STRATFORD, CONN., IMPROVES ON METHOD OF MATCH-BOOK ADVERTISING... GIVES OUT JUMBO-BOOKS 4-1/4 x 3 3/8 INCHES... MATCHES 3 INCHES LONG.

CONVENTION SPEAKERS...

Lou Bellew

"WHAM-BANG"... AN HOUR OF NONE AND DOESN'T SAY ONE THING EXCEPT BUSINESS HAS HIT BOTTOM... BLAH... BLAH...

"SPEECH READER" UNLESS YOU NOTICE HIM DURING THE INTRODUCTION YOU NEVER SEE HIS FACE

"LOCAL DIGNITARY" MADE HIS IN REAL ESTATE ...."AS YOU... AH... ER... AH... CLEANERS... GATHER HERE"

"UNPREPARED" FUNNY MAN, SO MANY OUTSIDERS THINK A FEW OFF COLOR JOKES ARE ENOUGH....

"FLUSTERED" SHOULD GET HEP THERE ARE A FEW CLEANERS LISTENING WHO KNOW THE BUSINESS

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

Introducing

LUXOR

PLASTIC GARMENT STORAGE BAG

THE PERFECT

• RE-USABLE
• TRANSPARENT
PLASTIC GARMENT BAG

Emphasize your key selling points—*fresh, sparkling, clean*—by using the new, stronger, full protecting LUXOR Bag.

As a daily reminder, a glistening, LUXOR storage bag in the home automatically insures call-backs throughout the year. Housewives *need* and *want* this thoroughly harm-resistant clothing protection.

Promote added business with LUXOR Bags. It's a natural sales stimulant. Use as "welcome" gifts, large-order bonuses, door-openers for driver-salesmen . . . for packaging Formals and get peak profits from the important storage season.

Pat. Applied For

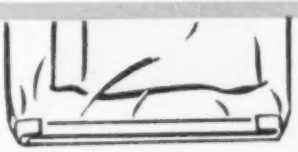
Order from your Distributor or write us

Investigate LUXOR Bags now. The profitable storage season is here!

Suit size . . . . 42" length. Dress and coat size . . . . 60" length. Blanket size . . . . 25" x 31". Formal Wear size . . . . 72" length.

Perfect closure around hanger neck. Seals with a bow. Ready for quick re-use.

Reinforced shoulder edges. Sturdy double plastic insures longer wear.



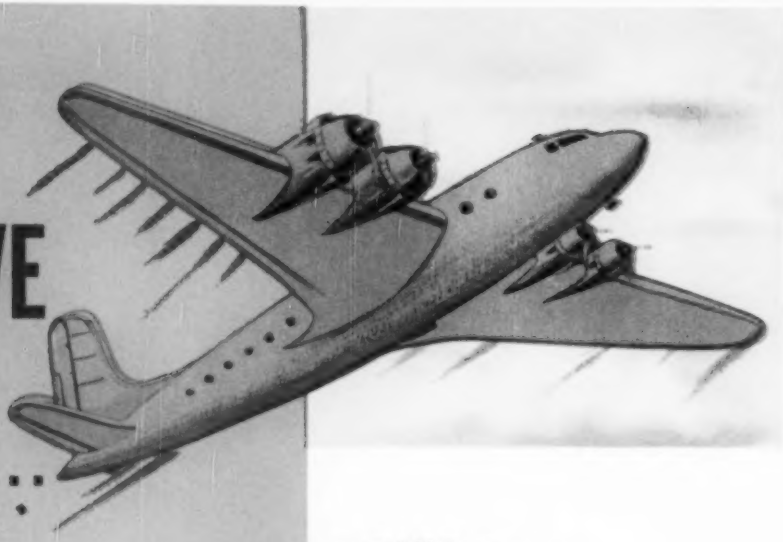
Special Bendover closure bar has no sharp, tearing edges . . . assures straight hanging.

RASSENFOSS BAG COMPANY, INC.

GLENVIEW, ILLINOIS

MAKERS OF MODERN PACKAGING FOR THE DRY CLEANING AND LAUNDRY TRADE

HIGH ABOVE ALL....



CARRY YOUR CLEANING ROOM PROBLEMS

Safely, Speedily, Economically

LET NEW C-50

NEW

C-50

CONCENTRATED DRY CLEANING SOAP

by NU-PRO

NEW C-50

There's none so new, so potent . . . **C-50** is an innovation in Dry Cleaning Soaps . . . greater speed, tremendous savings, easier handling, all with top efficiency.

Increases Efficiency SAVES TIME . . . SAVES MONEY!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

- C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps.
- C-50 is 40% less costly.
- C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent.
- C-50 can be used with Stoddard Solvent or 140F and chlorinated solvents.
- C-50 is non-inflammable.
- C-50 is more economical all the way around.
- C-50 solves storage. Packed in gallon jugs. No drums to take up valuable space.

USE NEW C-50 ...THE MODERN WAY TO HANDLE DRY CLEANING SOAP OPERATIONS!

NU-PRO MANUFACTURING CO.
2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

ORDER TODAY AND BILL THROUGH YOUR NU-PRO JOBBER

When writing to advertisers please mention The NATIONAL CLEANER & DYER

THREE-PART PLANT STUDY

by LON FANALD

THREE changes prompted by a production analysis increased profits by $550 per month at Dugout Cleaners of Boulder, Colorado. For three months before the study was made, direct labor cost on a drycleaning volume of around $6,000 per month ran: December 43 percent; January 46 percent; February 44 percent. It took three months to install the program based on the study, which was made by the owner's son, H. V. Ellwood, Jr., a graduate industrial engineer.

Labor Costs Reduced

The first move was to have a get-together dinner and put the cards on the table so that the employees would know exactly what was being done and why. Exclusive of the rug cleaning department, bachelor service and office staff, Dugout has 20 employees.

With volume slightly off, production down and costs up, employees were asked for their suggestions on a remedy. With some timely prompting and a few leading questions, enough ideas were advanced by employees so that the program which followed could justifiably be called "Your Plan." According to Mr. Ellwood, 75 percent of the success of any such plan depends on employee cooperation. He believes that by having the changes come as employee suggestions he was able to obtain the maximum in cooperation.

The first correction was to put in a time clock. The second was to go on a staggered 40-hour week. The third was to post on a plant bulletin board the week's production cost. Eleven changes in equipment location were made during the first 30 days under the new plan. There was no strict time-and-motion study, but the workflow was evened out and smoothed; bottlenecks were relieved; work was shifted so that there was the least possible interdepartment confusion.

Most of these changes were made during the latter part of February and early March. The production cost figure for the four weeks of March ran 40.05 percent. April showed 35.70 percent. For May the figure went down to 33.05 percent. At the end of six months under the new program, direct labor cost was down to 30.15 percent. The second six months showed a slightly higher cost and Mr. Ellwood believes that this is as it should be.

"Our first problem was to cut costs," he explained. "We bent every effort toward gaining this end and, naturally, went a little too far. Our cost for the previous three-months period, December through February, which averaged 44 percent, was out of line. We explained to our employees that we felt a 40 percent production cost was a fair figure to place at the 'bad end' of our ladder. With the same reasoning we took 31 percent for the top rung, and we have been able to post our figures at this level for the past six months."

The employee get-together idea has been continued and each month a meeting is held on company time.

Bachelor Service Divorced

Located near the university campus, Dugout Cleaners offers a student bachelor service. Volume on this

Top: Plant of Dugout Cleaners, Boulder, Colorado, has six-car drive-in front. Note at either side bricked-up doors used for display. Below: Owner H. V. Ellwood confers with son H. V., Jr., on equipment changes

Highly efficient solvent recovery because of unique design and effective sealing throughout. Solvent costs less than 1¢ per pound of clothes, cleaned to the highest standards.

A COMPLETELY PACKAGED UNIT READY FOR INSTALLATION!

The new Manitowoc synthetic dry cleaning plant is the real answer to lower cost, high quality dry cleaning. The initial investment is lower, and its high hourly capacity coupled with low operating expense combine to provide rock bottom cleaning costs. Before buying any cleaning plant, investigate this remarkable new unit, with its many new features and distinct advantages.

Tumbler May Be Purchased Separately

Big 36" x 30" recovery tumbler, specially designed to aerate clothes and recover solvent. Holds 35 lb. load, operates on 20 minute cycle to match any system. Highly efficient solvent recovery. Comes complete, ready for installation.

***PRICE INCLUDES**

Factory planned installation, 6 month service guarantee, including scheduled inspections by factory trained representative, plus 1 year guarantee against defective parts and workmanship.

Manitowoc *Synthetic*

MANUFACTURING DIVISION of
MANITOWOC SHIPBUILDING CO
512 - 16th Street
Manitowoc, Wisconsin

PERCHLOR DRY CLEANING UNIT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Left: Signs for bricked doors are done by local painter, changed every three months. Spotlight under front canopy lights signs at night. Right: Bookkeeping is on mezzanine overlooking store. Flags are from collection of over 2,000, loaned for meetings in city and at university

service runs to between $1,000 and $1,500 per month.

"While this service over a five-year period has shown a profit of about $300 per month," Mr. Ellwood said, "it has accounted for more headaches than the $6,000 drycleaning volume. Our second major study was the bachelor service."

The manager of the service was being paid $200 per month. He felt that he could handle the department on a cost-bonus plan, divorcing the operation from the drycleaning plant.

Under the new plan, for the past six months bachelor service revenue has averaged $1,200 per month. Fifty percent of this is retained by Dugout Cleaners and 50 percent is turned over to the manager. On accurate accounting, the plant's $600 per month, for the six-months period, showed $301.55 profit. The $298.45 expense includes supplies, water, lights, heat, gas, maintenance and depreciation, advertising, rent on the space used, and bookkeeping cost.

The manager's books for the six-months period show an average monthly labor cost of $290. This leaves $310 per month for the manager, or the $200 per month guarantee plus a bonus of $110. The bachelor service is also on a five-day week.

Taking no part in management of the bachelor service, the plant is receiving the same profit as before, while obtaining much smoother operation of the cleaning plant.

Promotion

The third step in the Dugout Cleaners program was to develop a carefully planned over-all advertising campaign designed to even flow and hold cleaning volume to $6,000 per month.

This program is too new for a conclusive report on results. The core of the plan is a projected volume breakdown, with anticipated volume for drycleaning, rug and furniture cleaning, fur repair and storage, and bachelor service set up in December for January, February and March, with approximately half of one percent of the gross sales volume for the three months placed in the budget. This is equivalent to a 2 percent advertising budget, and on Dugout's present combined volume gives around $250 per month for advertising.

The advantages to this method of budgeting are:

First, the program is divided into four quarters and for each quarter the expected volume determines the expenditure. If July, August and September are the low-volume months, then the program can be stepped up for this period for the next year.

Secondly, when an advertising campaign is worked out for the entire year it is very easy to contract for the space and forget about it. Having the budget set each quarter brings the program out where it receives the seasonal attention which is needed for best results. If a certain phase of the program fails to bring direct sales results, it can be cancelled and other advertising substituted. No program extends over into the next three-months period.

"Under our present over-all operation program," Mr. Ellwood said, "we are showing a profit of $6,600 greater than we showed in any one of the five years previous to this change. We have 100 percent better employee cooperation. And we have cut headaches to a minimum." ∴

the all-important extra

A corsage means a lot to your lady fair.
MONITE Insured Mothproofing means even more to your value-seeking customers.

Each is an **extra** . . . the corsage an extra thoughtfulness, MONITE an invaluable extra service at **no extra cost.** Each is that **all-important extra** that every time will tip the scales in your direction.

Do you know that in spite of our increased costs, the cost of MONITE has not increased since July 1941?

Still only 1½ cents per garment!

Applied in the wash . . . no extra labor or equipment required.

Adco, Inc. SEDALIA, MO.

MONITE INSURED MOTH PROOF CLEANING PROCESS

Manufacturing chemists since 1908

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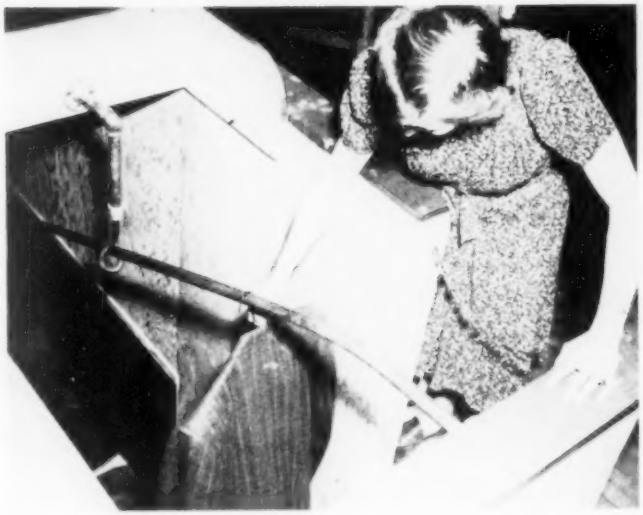
DOWNWARD PATH

Gravity Rail Carries Finished Items from Second to Main Floor



WHEN the Florence Laundry of Missoula, Montana, added a drycleaning department, the only available space was a 50-by-50-foot room on the second floor. Manager S. F. Howard spent considerable money and time experimenting on a gravity rail system to get the garments from the second floor to the main-floor assembly and distribution department.

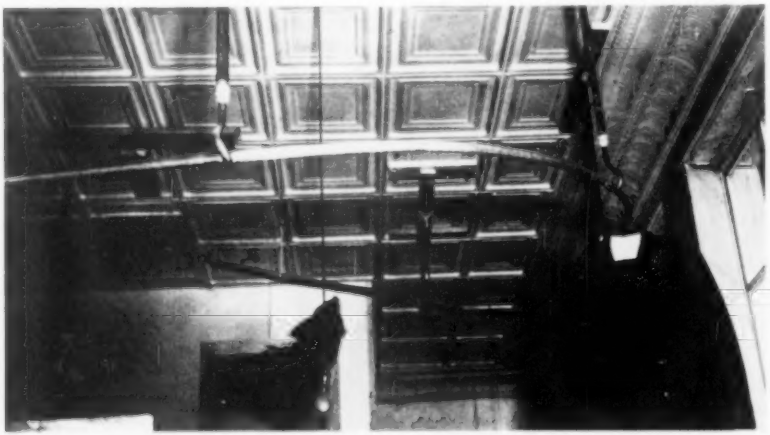
The final result was a 45-foot rail which begins at the second-floor inspection section. The opening through to the main floor is boxed in with a plywood railing. An opening 36 inches wide was left in the railing to allow for feeding longer garments. A chain placed across this opening as a safety precaution is not removed for feeding short coats and suits. As the rail is mounted 2½ feet from the floor, the inspector has to make only a half-waist bend in placing a hanging garment on the feeder rail.

The rail has a drop of 3 inches to the foot. The first rail which was put up had a drop of 4 inches to the foot but it was found that this caused too great a speed, often throwing garments from the rail to the floor at the two bends. The rail is supported with hanger bars fastened to the main-floor ceiling every 5 feet. The rail pipe used is ¾-inch. In order to obtain a smooth rail, at each support a coupling is threaded into the pipe; the support is attached to the coupling.

To overcome occasional stalling on light garments, heavy and light hanger loads are alternated, the heavy hanger pushing the lighter hanger on down to the assembly and distribution department.

The drycleaning department has a staff of 11. A sorter for the laundry handles the drycleaning department's main-floor assembly and sorting work.

Under the former arrangement, when garments were brought to the finishing department from the drycleaning room in floor baskets and taken to the main floor on racks by elevator, the 11 employees could handle only eleven 500-pound loads. With express rails from spotting to finishing to inspection, and with the gravity rail setup, the same crew is able to handle daily fourteen 500-pound loads. # #



Top: Inspector starts suit on way from drycleaning to main-floor assembly and distribution department at Florence Laundry, Missoula, Montana. Left: Suit coming down rail to assembly. Note support posts from ceiling spaced at five-foot intervals

fragile summer fabrics
come out prettier than ever, fresher than before! Patented and perfect . . . it's 400's famous 'Food for Fabrics' ingredient that turns the trick!
1 400's patented 'Food for Fabrics' ingredient restores vital natural oils to every type of texture.
2 400's maximum efficiency means minimum labor costs . . . less spotting, finishing, wet cleaning time.
3 400's wide 'margin for error' lets inexperienced help do expert cleaning.
4 400's positive moisture control insures perfect cleaning . . . any climate, any time.
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LIQUID DRY CLEANER
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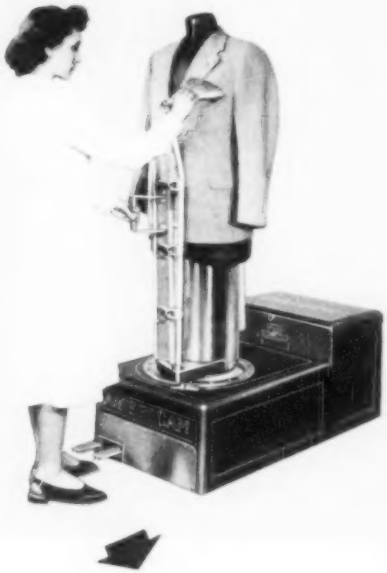

Truform Steam & Air Ladies' Garment Finisher . . . for dresses, skirts and jackets. Fast, simple operation cuts finishing time drastically. Completely finishes more dresses—only fancier dresses require touch-up. Its expanding arms automatically adjust to any *size and style* skirt or dress.

Truform Steam & Air Short Coat Finisher . . . for men's and ladies' short coats and jackets. Finishes any size and style *without adjustment*. Revolving Form assures fast, easy operation. Produces popular roll-finish sleeves. No buttoning or unbuttoning of coats necessary. One fast application beautifully finishes all types of short coats and jackets, with very little touch-up required. Drastically reduces finishing costs.

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FOR SMALL PLANTS

One Base Unit, with interchangeable Kits for Ladies' Garment, Long Coat and Short Coat Forms, give you *complete* equipment for cost-reducing finishing of nearly every type of garment.

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Individual Finishers for each type garment give you lowest-cost, mass-production finishing. Also available: Bases with various combinations of interchangeable Forms to meet particular volume needs.

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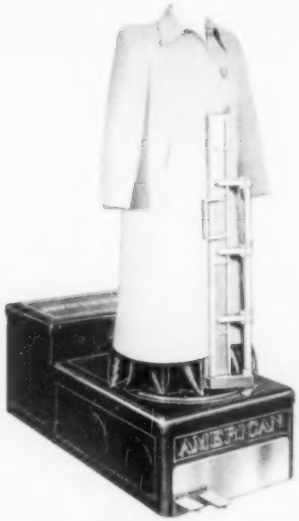

● **Truform Steam & Air Long Coat Finisher** . . . for any size and style men's and ladies' long coats. Low-height, lightweight Form quickly revolved . . . coats and jackets can be dressed on Form faster, without operator having to move from position in front of Finisher. Automatically Expanding Arms finish coat down to bottom hem. No buttoning or unbuttoning. Fast, high-quality, low-cost production easily attained.

American One-Operator Finishing Units—built around Truform Steam & Air Finishers—are giving dry cleaners everywhere a new high in per operator per hour output. American is prepared to assist you to arrange your units.

WRITE TODAY for information on the complete line of Truform Steam & Air Finishers. Ask about American One-Operator Finishing Units to give you amazingly increased per operator per hour output.

● All Truform Steam & Air Finishers have *identical Base*. Forms can be interchanged on same Base *in approximately a minute*. Other features are:

● Quick-Action Steam Pedal for instant steam injection.

● Evaporator Coil eliminates condensate.

● Direct-Driven, Impeller type Fan draws in huge volume of air, instantly inflates Form when Air Pedal is depressed.

● Fiber Glass Filters assure clean air, prevent clogging pores of Forms.

● 4 Fin-type Heater Coils super-heat air for fast drying and finishing.

● All working parts enclosed in sheet steel cabinet, which does not need to be bolted to floor.

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LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO

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New "Cleanateria" aids doubled output of revamped plant of Robinson, The Cleaner. Cars can drive completely around building. Dutch door under canopy permits easy pickup by attendant in any weather. Note setback of glass front; easily cleaned aluminum trim; neon for night lighting

DOUBLED CAPACITY

Modernization of Ohio Plant Topped Off by Novel Drive-in "Cleanateria"

NO part of the plant was untouched by the recent remodeling program at Robinson, The Cleaner, of Lorain, Ohio. The new owners, Irving Steusel and Ted Jacobs, who took over the long-established firm in 1947, changed and modernized every feature, with a resulting doubling of productive capacity.

Some of the changes are illustrated in the accom-

Above: Floor level scale at entrance to enlarged cleaning room is time-saver. Left: Close-up of Dutch door. Driver need not leave car but if line is too long attendant gives curb service. Customers may call back for work or have delivered. Note bundle drop for after hours; two foot-square opening has steel door, hinged at top, that swings shut by gravity

a New HYDROL IS BACK

HYDROL WAS THE FIRST COMMERCIALLY SUCCESSFUL PRESPOTTER

. . . but is now CONCENTRATED and made of proven materials, and on a practically proven formula. NEW HYDROL won't make a barrel of milky emulsion with only one gallon, but, it will do a job that will please your customers and your pocket book.

Note these cost-saving applications . . .

FOR SPRAYING AFTER STEAM OR WATER PRESPOTTING
1 qt. NEW HYDROL, 6 qts. Solvent . . . Costs 41c per gal. (At Drum Price)

FOR REGULAR PRESPOTTING
1 qt. NEW HYDROL, 2 qts. Solvent, 1½ qts. Cold Water Cost 64c per gallon (At Drum Price)

FOR RAINCOATS, PANTS, REVERSIBLES, SEERSUCKERS, PALM BEACH, LINENS AND OTHER WASHABLES
NEW HYDROL will practically eliminate wet cleaning in a machine process. Details on request.

NEW HYDROL Does Not Affect Filter Pressure.
NEW HYDROL Is Non-Corrosive.
NEW HYDROL Cannot Become Rancid or Leave an Odor.

NEW HYDROL PRICES

1 Gallon		$3.60
1 Case (4 Gallons)	Gal.	3.35
5 Cases (20 Gallons)	Gal.	3.15
15 Gallon Drum	Gal.	3.05
30 Gallon Drum	Gal.	2.95
55 Gallon Drum	Gal.	2.85

You Can Try NEW HYDROL at Our Risk. We'll Ship 5 Gallons Freight Prepaid on Approval. Order NEW HYDROL Today!

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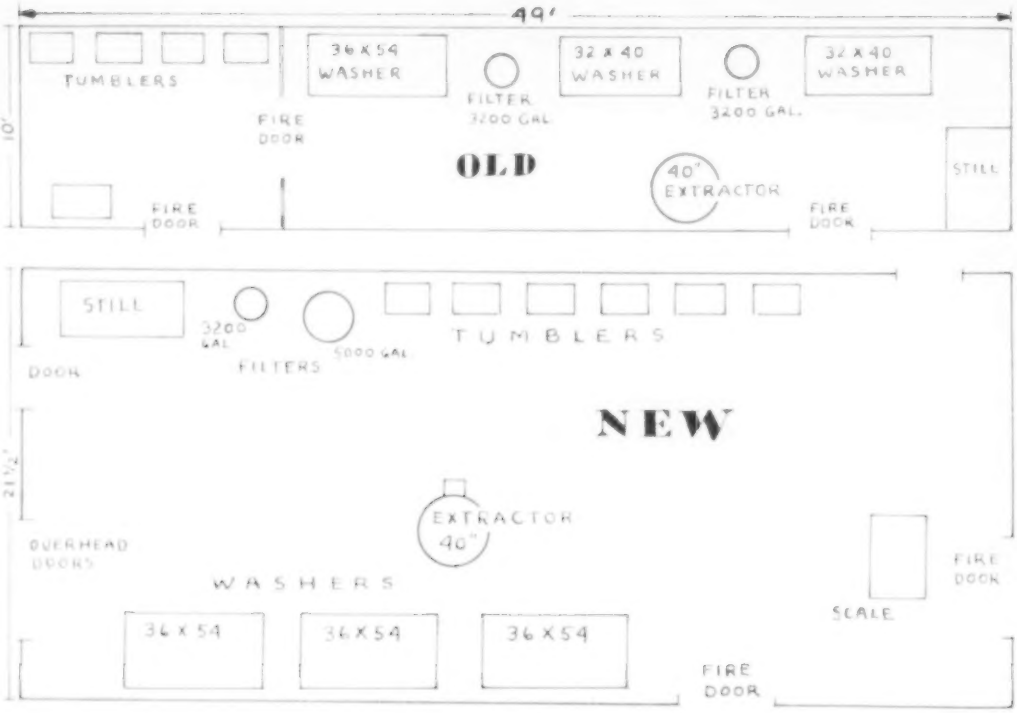

panying photographs and the "before and after" floor plans of the plant.

Other pictures show the downtown "Cleanateria," a novelty in the area, which is helping to sell the increased output of the more efficient plant. ■ ■

Above: Rough sketches show cleaning room before and after plant remodeling that doubled capacity. Long narrow room was enlarged by tearing down wall at right, enclosing and skylighting open court. To remove fire hazard four 230-gallon tanks under old court were punched full of holes and filled with dirt; two new 1000-gallon tanks were sunk in front of plant. Note new automatic extractor, larger filter and larger-capacity still in new layout. With finishing room changes, drapes could be moved from upstairs down to regular finishing department. Below: Passage cut under stairway, formerly walked around, accommodates part of new speedrail system. Partner Irving Stensel looks over finished job

Below: Cut-out letters fitting over speedrails make order identification easy at Cleanateria. Pickup and delivery through doorway at right

"HOTTER, SOONER" Saves YOU MONEY

Yarway Impulse Steam Trap with new stainless steel body.

Yarway Impulse Steam Traps get equipment hot and into production *faster*. Extra profits!

Then they keep it *continuously* at peak operating temperatures for maximum production. More extra profits!

What's the reason for *hotter, sooner?* Just this. When steam is turned on, Yarways open wide, discharging the air and condensate *in a hurry* —closing only when steam arrives. Then, when operating temperature has been quickly reached, the little valve (only moving part) literally *floats on the load* . . . discharging heat-retarding condensate as soon as it forms instead of waiting for quantities to accumulate. Thus equipment is held at peak operating efficiency.

Other economical features of Yarway traps—minimum maintenance, easy installation, low initial cost.

More than 600,000 Yarways have already been installed. Sold by distributors throughout the world.

Try a Yarway today . . . standardize on Yarways tomorrow.

YARNALL-WARING COMPANY
138 MERMAID AVENUE, PHILA. 18, PA.

Nest of Yarway traps installed with Yarway Strainers on cloth dryer. Note small space required

Stainless Steel Body

YARWAY IMPULSE STEAM TRAP

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The working *furrier*—beginning or experienced	General methods of making, repairing and remodeling a fur garment . . . with improvements devised by the author, tested in the field and accepted by leading furriers. Simplifications and improvements in let-out work and other standard techniques.
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The *student* and *teacher*	The first full explanation of the working of the fur-garment industry by a teacher-practitioner . . . written so that everyone can understand it.

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Convenient size for ready reference at work table or machine. Stiff cloth binding for durability.

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. . THE FUR BOOK

A Practical Guide to Fur Maintenance, Repairing, Remodeling, Garment-Making

By DAVID G. KAPLAN

Fur Editor, THE NATIONAL CLEANER & DYER
Instructor, Fur Garment Manufacturing
Central High School of Needle Trades, New York City
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- The Final Steps

CHAPTER 3. Production of Simple Garments
- Matching
- Trimming, Damaging and Cutting
- Operating
- Nailing
- Squaring
- Closing
- Finishing

PART II. PRODUCTION METHODS

CHAPTER 4. Pelt Layout Systems
- Patterned Layout
- Concealed-Seam Layout
- Black Persian Garments
- Assembled Furs
- Enlarging Fur Area

CHAPTER 5. Let-out Work
- Let-out Fundamentals
- Split-Skin Let-out Work
- Refinements of Let-out Work
- Matching Let-out Work

CHAPTER 6. Other Processing Techniques
- Final Conditioning
- Fur Cleaning
- Glazing and Dyeing

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- Repairing Sags
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Please send me my copy (postage paid) of The Fur Book, by David G. Kaplan, immediately upon publication.

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TEXTILE TESTING—KEY TO BETTER FABRICS

by GEORGE A. SMITH

Manager, Quality Control Department, Burlington Mills Corp.

From a Talk at the 41st N.I.C.D. Convention

THE war years caused a spurt in the growth of our laboratory as government contracts increased the work and expanded the total number of employees. The development of fabrics for war service required a tremendous amount of testing for serviceability. This gave us a great deal of valuable experience and "know-how" which has been put to good use in testing civilian goods for serviceability since the war.

Quality control activities at Burlington fall roughly into three main catagories:

1. Testing the raw yarns and fibers as well as auxiliary chemicals we purchase from various producers for certain physical, visual and chemical properties which might affect their serviceability in a finished garment. For example, predyed yarn used for decorative purposes in suitings and dresses is tested for its colorfastness to light, laundering and drycleaning before it is purchased.

2. Quality controls are maintained at each manufacturing plant and in each department. Standardized tests and checks are made regularly every few hours at every plant to maintain a standard quality level throughout the multiple manufacturing processes involved in textile production. Statistical quality control methods as well as modern laboratory facilities are utilized.

3. The third phase of our quality control work is more directly associated with your interests than the previous two. It entails the examination and testing of our finished goods to insure consumer satisfaction. This involves a yard-by-yard inspection after finishing, testing against end-use specifications, and finally our Wear-Test program.

Thus, our quality control program begins with the raw material and extends through the finished products in the hands of the ultimate consumer.

The phases of our testing program which are of most interest to members of your association are those which are affected by processing—by drycleaning, laundering and dyeing.

Time prohibits our examining these testing processes too minutely. However, I believe it would be of interest to take a typical piece of fabric and follow it through our testing laboratory.

Let's take, for example, a sample of a new style of men's wear fabric. Let's assume that it is a spun rayon fabric designed for the men's summer suit trade.

The first series of tests are for colorfastness. First is the "fastness to light" test. For this the sample fabric is placed in a fadeometer, with which most of you are probably familiar. Here it is exposed to intense light for a measured length of time, then graded according to the amount of light the sample may be subjected to without fading.

I might add here that in order to successfully pass Burlington's laboratory tests, every fabric naturally must meet the minimum standards and specifications that we have set up for that type of fabric. But we do not stop at merely those minimum standards. If, for example, a fabric is supposed to meet a minimum fadeometer rating of "good" at 20 hours exposure, we test it also at 40 hours to ascertain its rating at that point. This provides a wide margin of safety for the protection of the consumer.

The second test is for fastness to gas. In this test the fabric to be tested, along with a comparative standard of known gas fastness, is placed in a testing device of our own design and exposed to combustion gases. The degree of fastness is determined through comparison with this standard.

Next comes fastness to drycleaning and steam pressing. In this test the sample is placed in a small drycleaning unit in which are used various types of solvents, soaps and cleaning solutions. It is tumbled for a given length of time, then steam-pressed in the standard manner, and again checked for fading.

Before undergoing the next test—fastness to perspiration—our fabric is attached to a special piece of white testing cloth containing nylon, rayon, cotton and a wool blend. Any transference of color from fabric being tested is immediately visible on the white cloth. In this test, these two fabrics are immersed in test

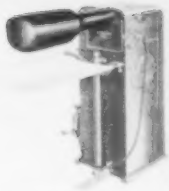
PROGRESS IN TEXTILE TESTING

In a ten-day period recently we received letters from three different manufacturers asking us to test their fabrics, as a result of a technical bulletin we had sent out on an unserviceable fabric. None of these firms received the bulletin from us—yet it came to their attention and they wanted their own fabrics tested for dryceanability.

Furthermore, for the first time in its history, the National Association of Better Business Bureaus this past year formally recognized that textile serviceability complaints come within the scope of its activities. This, of course, promotes better relations between dryceaners and the Better Business Bureaus in their communities. And the National Retail Dry Goods Association, with our full support and cooperation, is continuing its program of calling the attention of retail stores to textiles that present problems in servicing.—RAY W. STAUB, *past president NICD.*

WHY TAKE LESS THAN THE BEST?

GARMENT FINISHER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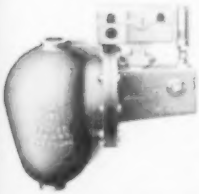
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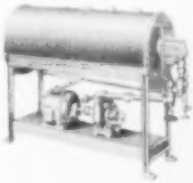
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tubes containing acid and alkaline solutions. These two solutions are the chemical equivalents of the two types of perspiration exuded by the human body under varying conditions. The samples are left in the test tubes for a predetermined time, then checked for degree of color change or transfer to white cloth.

The test for fastness to crocking is carried out according to specifications of the American Association of Textile Chemists and Colorists. A special rig built according to AATCC specifications is used to rub the sample fabric against a standard piece of plain white cloth. This is done with both wet and dry samples.

In the test for fastness to laundering the sample is subjected to an ordinary laundering in a miniature laundering tub, then dried and graded for any fading or transference of color.

The next three tests are for shrinkage in laundering, drycleaning and steam pressing. In each of these tests the fabrics are checked for shrinkage in both warp and filling directions after undergoing the three service processes mentioned.

Next come tests for resin. These determine the amount soluble, the total amount present, and the percent removable from the fabric during cleaning and laundering or other wet processing.

In the test for crease resistance a sample is creased for a few minutes, then released. It is then placed on a device which measures the amount of crease still present in the fabric after a given recovery time.

In addition there are other tests carried out where applicable. These include tests for odor, for pH, for abrasion and for tensile strength. Other items of importance are the fabric's width, weight and pick count.

All the tests outlined so far have been tests conducted with machines, with test tubes and chemicals and mechanical gadgets.

These procedures all tend to resolve samples into numerical classifications which in themselves mean very little. Important as we consider the accuracy of our testing, far more important is the interpretation of these results in terms of fabric serviceability. For this reason, in order to round out our program, we have turned to the consumer for the final word in testing our fabrics.

Testing in Use

Unlike laboratory testing, our "Wear-Test" program depends upon human beings rather than machines. This program to test Bur-Mil products uses about 450 human guinea pigs scattered over 18 states. It is, as far as we know, the only organized testing program of its kind in the textile industry.

Under this unique plan wear-testers receive at intervals various garments, auto seat covers and other articles made of Burlington fabrics. They simply wear or use the dress, suit, slip or whatever it may be just as though it were their own. Their only obligation is to fill out report forms on the garments and send them in at the requested intervals to Mrs. Grace Draper, head of the program at the Bur-Mil Laboratory. It may be called in for examination several times prior to final recall.

Back at the laboratory, the worn garment is put through any tests that might be indicated to determine why it wore out and where, and if the manner of wearing out indicated any weakness in the material. Information gained in this way proves valuable in preventing any similar weaknesses or adding to the wearability of other garments of that type.

Wear-testing was first inaugurated during the war years. At first it was confined mainly to Greensboro. But many military personnel were stationed in the city during those years and some of them participated in the program. Eventually many of them scattered out to their homes all over the country. This added to the value of the program, since it afforded an opportunity to observe the behavior of fabrics under varying conditions of atmosphere, climate and geographical locations.

Since its inauguration this program has proved an eminently successful means of testing the practical value of Burlington materials. Most of our current 450 wear-testers are women. They report regularly on hose, slips, dresses and suits. The men engaged in the program test socks, slacks and shirts.

An especially important part of this wear-test program deals with the factors of wrinkle resistance, drycleaning and laundering. Testers are asked to clean the garments according to instructions sent with them. These instructions usually request normal care and cleaning. They are asked to report on the washability of the material or how it stands up under drycleaning. They are asked if the garments wrinkle easily in dry weather and whether the wrinkles fall out overnight. All together they must answer a long list of detailed and penetrating questions about the garment. Practically anything that can happen to the item of clothing is covered in the questionnaire.

The information obtained from the correlation of wear-test data and laboratory results has proved invaluable in establishing practical end-use specifications for fabrics of various types. It shows whether the garment will stand up under actual human wear and provides a final thorough test of the quality of our products before they reach the consuming public.

The Fabrics Future

The testing and research program of Burlington Mills is, I believe, blazing a trail in the world of research and testing activities as they are being carried on today by the entire textile industry. The millions of dollars being spent on research and the heavy emphasis being placed on testing and quality control are resulting in fabrics far superior to those of a few years ago.

And out of the test tubes of our textile research laboratories are emerging still newer and more wonderful man-made fabrics for the future. These fabrics of tomorrow will surpass anything we have yet seen in durability, in beauty, in usefulness and in adaptability to man's needs. = =

ODOR TROUBLE TIME AGAIN?

Not if you switch to *Magnesol*

Summer time. Sweat-soaked suits and dresses. Fatty Acid solvent odor build up. Hot, dirty distillation after hours. High solvent consumption. Customer gripes. Profit-eating re-dos.

MAGNESOL* won't cure all summer complaints. But it will work wonders in keeping your solvent "sweet", clear and odorless—no matter how many sweat-soaked loads you run. Like magic, MAGNESOL* pulls acid-forming, odor producing products of decomposition from dirty solvent . . . takes out both solid soil and invisible, dissolved contamination simultaneously.

Why not stop trouble before it starts by using an all MAGNESOL* filter cake and a scoop of MAGNESOL* to every load this Summer? You'll be happier and so will your customers. You'll wind up with more profit in your till, fewer wrinkles in your brow. Why not order some MAGNESOL* now?

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by L. L. MANSHIP

Manager, Store Service Division, M. O'Neill Co., Akron, Ohio; President, Ohio Customer Relations Association.

From a Talk at the 41st N.I.C.D. Convention

THE customer is not always right—but I often wonder if we realize that our customer is always important. Considering that our salaries and our profits are derived from the very same source, I believe that we should together take stock of our customer relations.

I am fully convinced that we have a tremendous job of training to do. On that score there is an endless chain of responsibility—a good start would be for the drycleaner, the retailer and the manufacturer to bring about frequent points of common contact. We must learn to know one another better, that we may feel free to seek advice and discuss situations of mutual interest and concern.

Too often we are inclined to overlook the most important link in our chain—the persons in our organization having actual contact with our customers. Regardless of our policies or the amount of money we spend for fixtures or institutional advertising, they represent all that we stand for in the eyes of our mutual benefactor, the customer. Have we trained our people to do the job?

Unfortunately, from my observations, they are not always well trained. In many instances we have failed completely to explain our policies, what we expect from them, or to see that up-to-date, technical information has been made available. How then do we expect our representatives to discuss a customer's cause for dissatisfaction with her intelligently, or keep us out of trouble in the first place? Not only should top management and people holding key positions keep abreast with new developments, but we must all make an extended effort to see that our associates and our employees share the many changes that occur with us.

Prime responsibility for training should not be borne by the cleaner or the retailer alone but by the manufacturer as well. There should be a constant flow of faulty merchandise back to the manufacturer. I think you will agree with me that we should pool our findings—aren't we both generally involved when we find ourselves with an unhappy customer? One or all of three things must have taken place. Something has gone wrong during the process of cleaning; the retailer has not fully explained what may be expected from the garment or material; the manufacturer has produced a garment or piece of material wholly unsuited for practical use.

The retailers certainly have an important role to play—that of keeping the manufacturer better informed. Aside from the fact that we could improve substantially the quality of merchandise offered to our customer, we would at the same time be helping to solve many of the drycleaner's problems at the source.

We, in the Akron, Ohio, district, have worked long and hard to bring the retailer and the drycleaner closer together and we have made progress. We can safely say that a very large percentage of the many difficulties that arise are adjusted by a personal contact between the drycleaner and the merchant, many times so quietly and peacefully that the customer has no knowledge of what has gone on behind the scenes.

Occasionally, a situation will arise where the cleaner and the retailer cannot mutually agree or it may be that a customer is not in accord with the decision made by either the drycleaner or the retailer. We felt that such a set of circumstances should be reviewed by an impartial board for final disposition, and we hit upon the idea of creating an arbitration committee. In Akron we have been extremely fortunate in that we have a wide-awake progressive Better Business Bureau unit manned by John O'Brien, manager, and Robert Frisby, his assistant. With their help, the following plan was put into effect to handle the type of drycleaning complaints we have just mentioned.

How Arbitration Works

The committee, composed of two retail merchants, two drycleaners and two housewives, reviews each case in an unbiased manner. Each complainant gives the dates and details of his complaint in a sworn affidavit to the arbitration committee chairman, who is the service director of the Better Business Bureau, and at this time agrees to accept the decision of the arbitration board. The leading drycleaners in Akron have likewise agreed to abide by the decision of the board. At no time during the proceedings are the members advised as to the identity of the cleaner, customer or merchant involved.

The actions of this arbitration board have had great results not only in adjustment settlements but in preventive measures. For example, in one case of plastic buttons, the Better Business Bureau advised the retail merchant of the difficulty which resulted when buttons of that type were put through the cleaning process and all of those garments were removed from sale until the buttons were replaced. The merchant was also enabled to notify his supplier, and eventually the button manufacturer, thus eliminating possibly thousands of additional complaints. Other instances involving black buckram, fume fading, etc., were similarly handled.

Cases handled by the board have involved the following: spillage, spotting, shrinkage, fading, water moire, fugitive dyes, moth damage, to mention only a few. We in Akron have been advised that similar arbitration committees are being organized by Better Business Bureaus throughout the United States.

We learn now that the National Better Business Bureau has become interested in problems involving the drycleaners, merchants and manufacturers and has organized a fabrics committee to assist in compiling and channeling information on local problems back to the manufacturer.

There is one recommendation I should like to make, regardless of what your program may be or how you have been handling your adjustments. Adjustments must be completed *promptly*, for unless we do so we have gained nothing—certainly we have not regained the customer's goodwill or her faith in our integrity. ■ ■

WET CLEAN WITH

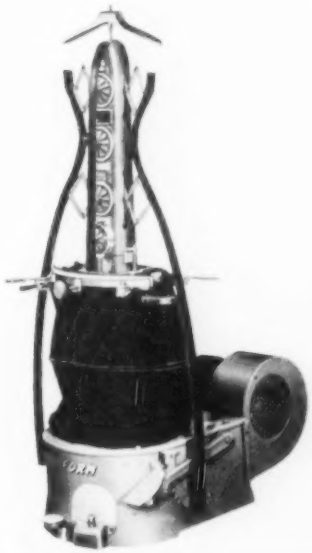
Safety...

FLEXFORM

RESTORES LADIES' GARMENTS TO *EXACT* SIZE AND SHAPE!

There's no need for shrinkage complaints after you've wet cleaned shrinkable fabrics—because FLEXFORM quickly *steams, shapes* and *dries* ladies' garments to original measurements, restoring the natural luster of the fabric.

This year, be *sure*—with FLEXFORM. You'll find it will soon pay for itself in customer satisfaction, an advantage on which you can build handsome *profits!*



TRI-PAK Machinery SERVICE INC.

HARLINGEN, TEXAS

FREE—your copy of the new Flexform Manual. Send for it *today*.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Start A Rug Cleaning Dept. In *YOUR* Plant!

Requires A Down Payment of Only $350! Pays Its Own Way!

Here's a chance to rapidly build a small investment into a flourishing business that can easily become the most *profitable* part of your operation. Practically *all* your present customers have rugs that need cleaning. You should easily be able to get this business . . . especially when you show them how HILD System Shower-fed Shampooing restores the lustre, the bright colors and soft "feel" to their rugs. Rug cleaning pays generous profits. You can quickly pay off the small investment required . . . and begin piling up extra earnings.

HILD HELPS YOU GET BUSINESS

Business from your present customers is only a beginning! ADVERTISE! You'll get plenty of new rug cleaning customers . . . and soon you'll be getting their dryc leaning business as well! HILD makes it easy for you to advertise at small cost. Striking newspaper ads, radio announcements, postcards, circulars printed with your name and address, and many other Sales and Advertising Aids are available for your use. Hundreds of dry-cleaners now operate big-profit, big-volume HILD System Rug Cleaning Departments. Now is the time for you to get started!

FREE BROCHURE! Mail Coupon NOW!

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

I want the FACTS about HILD System Rug Cleaning. I am also interested in

- ☐ On-Location Carpet Cleaning
- ☐ Upholstery Cleaning

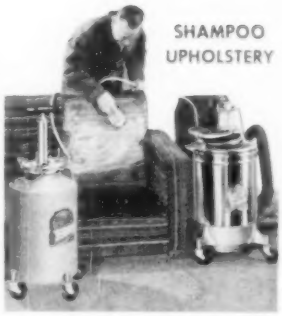
Name .....

Address .....

City ..... State ..... NC 6

SHAMPOO CARPETING "ON LOCATION"

With the same HILD Equipment used to clean rugs, you can also shampoo tacked-down carpeting "on location." This work pays a *profit* of 2¢ to 5½¢ per sq. ft. . . . adds *extra value* to your investment in HILD Equipment.



SHAMPOO UPHOLSTERY

Don't overlook this up-and-coming profit-maker! Every home is a prospect. You can earn $7 to $10 profit shampooing a davenport and chair. Get complete information!

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DRYCLEANERS! Here's the Finest Fast Shirt Finishing for '50!

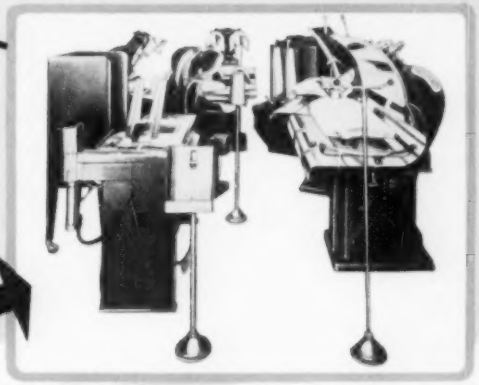
New!

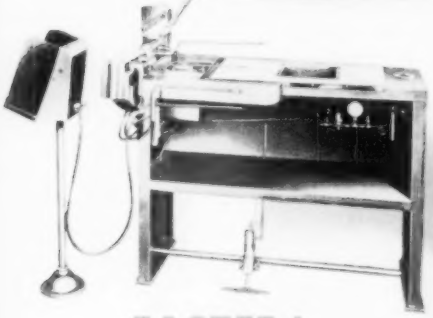
PROSPERITY®

2-GIRL

DAVIS SHIRT UNIT

The unit you've been waiting for!

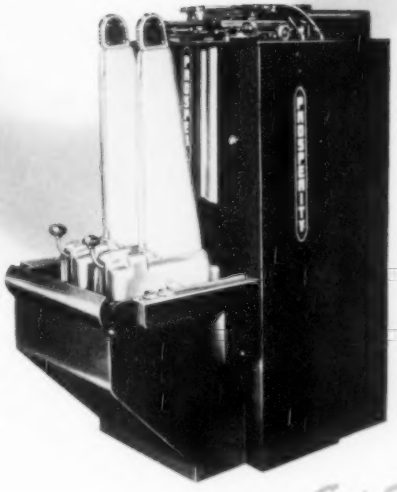




FASTER!

Automatic SHIRT FOLDING MACHINE

And now . . . an Automatic Folding Machine that keeps pace with Prosperity's accelerated shirt finishing unit . . . . the faster and finer folding by this machine completely eliminates the shirt-folding bottleneck.



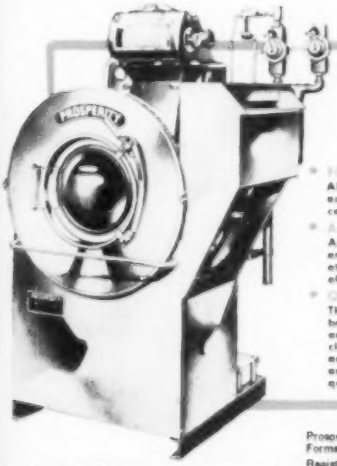
FINER!

New CABINET-TYPE SLEEVE PRESS

Again . . . Prosperity demonstrates leadership in finer and faster finishing tools. Not only does this superb sleever earn more per operator-hour for you . . . but for the first time customers' shirts have a bosom finish on sleeves and the all-over appearance of the finest "shirt-makers" hand finishing.

The DAVIS SHIRT UNIT gives you—

- Over-lap quality pressing of entire shirt
- Over-all bosom finish on sleeves
- Smooth, form-fitting shoulders and yokes, without creases
- Perfect 2-girl balance of work



PROSPERITY *Fully Automatic* 20 LB. WASHER

- FORMATROL® Operated
  All loads quality-washed according to management's exact formulas. 59 out of 60 washing operations in successive, automatic sequence.
- Adds Supplies Automatically
  Adds powdered and liquid supplies, in measured amounts, at proper time in washing cycle, without attention from washman. No omissions, errors, waste of supplies.
- Quality Shirt Washing
  Thorough washing and clear neutral rinses. Shirts bright and white, never yellow under presses. And the automatic washing cycle is FAST! Adaptable to all wet cleaning. ONE GIRL can mark, wash, extract starch and sort a large volume of shirts, because Prosperity automatic washing affords "free time" as well as quality control.

Get Started Right for SHIRT PROFITS!

Shirt finishing pays off and has always increased the volume of drycleaning . . . Shirt customers are drycleaning customers. Prosperity has the experience and equipment for faster and finer service in shirts.

Mail This Coupon Today!

The PROSPERITY COMPANY, Inc.
2135 Erie Blvd., E., Syracuse, N. Y.

☐ Send information on DAVIS SHIRT UNIT

☐ Send information on 20# FULLY AUTOMATIC WASHER

☐ Have your Representative Call

Company _____

Address _____

City _____ State _____

My Name _____

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PIONEER MANUFACTURER

The PROSPERITY COMPANY, Inc.

AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRY and DRYCLEANING PLANTS

Main Office and Factory, Syracuse 1, N. Y.

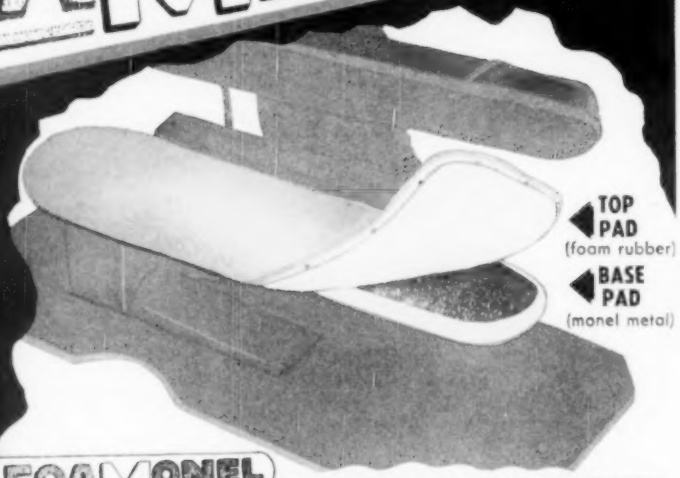
Sales, Service and Parts in Principal Cities

Trademark PROSPERITY Reg. U. S. Pat. Off.

Direct Sales made by Wholly-Owned Subsidiary The PROSPERITY COMPANY, Inc. (a Delaware Corporation)

Introducing – the NEW Resillo FOAMONEL

PADS for Dry Cleaning Presses . .



America's Most Economical Best Performing Pad!

Following two years of intensive research and development, Resillo engineers have now made available for the first time a superior pad for dry cleaning presses—with the perfect combination of the *resiliency* of foam rubber combined with the *durability* of monel metal—that will provide superior finishing at the lowest possible cost.

FOAMONEL ENTHUSIASTICALLY ENDORSED AT THE 1950 N. I. C. D. CONVENTION

Dry Cleaners from all over the United States enthusiastically endorsed Resillo's new FoaMonel Pad. The reason: It's the most economical pad ever used on a dry cleaning press . . . while at the same time providing a superior quality pressing.

ACCURATELY FITS AND SATISFACTORILY SERVES ON ALL MAKES AND MODELS OF DRY CLEANING PRESSES

The Resillo FoaMonel Pad is constructed in exact accordance with the press manufacturers specifications. Supplied complete with eyelets and wires for securing to press to provide a permanent type padding on which it is necessary to replace only the cover cloth when needed.

ELIMINATES FREQUENT COSTLY CHANGES!

Resillo FoaMonel Press Pads are available in two sections, a FoaMonel Top Pad and a FoaMonel Base Pad (see illustration above). These are available separately or in pairs.

ONLY FOAM RUBBER PAD WITH METAL BASE

The Resillo FoaMonel Base Pad, especially constructed for the FoaMonel Top Pad is made with the same monel metal that has proven so successful in other Resillo Products.

Resillo's GUARANTEE . . .

The new Resillo FoaMonel Pad carries the ACCEPTED Resillo guarantee — the FoaMonel Base Pad (monel metal) is guaranteed for two years, and the FoaMonel Top Pad (foam rubber) is guaranteed for four months. Both are minimum guarantee periods. With normal care FoaMonel will last much longer.

SOLD BY RESILLO JOBBERS EVERYWHERE

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL

Resillo PRESS PADS

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

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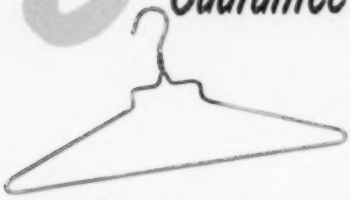
8 Para-Lux Packaging Helps Guarantee More Business and Good Will!



the original square top wire garment hanger

NON SHIFT

The stronger, specially designed square top wire hanger that anchors the garment in properly centered position, protects careful finishing, helps retain proper shape at all times.

the collar support that "stays put"

WING LOCK

Remarkable new collar support is quickly inserted inside the collar band to remain in positive, 4-way locked position. Unique design allows faster insertion and greater operator output.

TI-RAK

Die cut from fine quality heavyweight fibre board, holds 4 to 12 neckties by tension.

TI-BAG

Protective cover for Ti-Rak, of fine quality, heavy white kraft with 3-color printing effect.

BELT ZIP

Locks securely in place over the hanger hook to hold belts or neckties firmly in place without pins.

WING GARD

A new invention in garment hanger shields that eliminates hanger covers and tissue paper wrappers and pins.

TROUS GARD

Full size in snow white, clay coated board, slotted ends to fit standard size wire hangers. For better trouser and drapery deliveries.

RAK GUIDE

Makes it easy to separate garments on racks, either alphabetically or numerically. Hang on racks just like garment hangers. Tough and durable.

Teamed to serve you Better

PARA-LUX PRODUCTS COMPANY

LINCOLN BAG COMPANY, INC.

4158-4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

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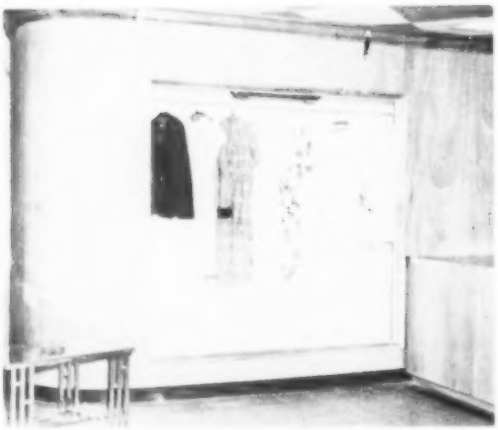
NEW PHOENIX PLANT

ONE of the most complete of the many attractive new plants in the Southwest is Ray Pohle Dry Cleaners, Inc., of Phoenix, Arizona, owned by Ray Pohle and Leo Gorss. Located on a main street leading to the downtown section, the building is 50 by 70 feet, with an L-shaped addition 40 by 70 feet which houses the cleaning room, boiler room and storage vault. Every piece of equipment in the plant was purchased new for the opening. ? ?



Top: Front of new Ray Pohle plant at Phoenix, Arizona. Note special brick facing of entrance and flower boxes. Windows and door are eggshell-colored Vitro glass. Above mezzanine windows, backed by glass tile, is stainless steel canopy with plant name in 14-inch letters; behind them indirect white neon. Above left: Store has two display sets, with glass fronts, top reflector light, neon tubes around frame. Sets are 6 feet square, 36 inches deep. One pictured displays cleaned garments; other across room, used to display furs, joins short counter and stairs leading to basement vault. All fixtures are cedar. Counter is 30 inches wide, 27 feet long. Above right: Checkerboard ceiling is of grained cedar with flush 4-tube fluorescent fixtures, running width of store in two sets of five fixtures each. With all lights on, night meter reading is 20 percent over daylight average (Continued on page 80)

EATON'S

KWICK BLEACH

with
FLUORESCENT
BRIGHT-WHITE
DYE ADDED

★ ***Extra Whiteness*** – KWICK BLEACH contains fluorescent blue-white dyestuff. Gives goods that "whiter-than-white" look.

★ ***Safety*** – KWICK BLEACH can be used on all fabrics safely. Does not contribute to shrinking or felting of wool.

★ ***Easy to Use*** – KWICK BLEACH can be used in hard or soft water at room temperatures.

★ ***Economical*** – KWICK BLEACH saves both time and labor. Cuts wool bleaching time *from 120 minutes to 8 minutes.*

KWICK BLEACH combines fast, safe, all-fabric bleaching action with the new fluorescent type blue-white dye. Bleaches all fabrics safely in from *5 to 8 minutes.* The added use of fluorescent blue-white dye gives bleached work the "whiter-than-white" appearance comparable with blued laundry work.

KWICK BLEACH is used after goods have been thoroughly washed with either neutral soap or synthetic detergent. Complete rinsing is essential but neutralizing with acid is not advisable.

KWICK BLEACH fills a long-felt need in the dry cleaning trade.

ORDER FROM YOUR DISTRIBUTOR OR WRITE DIRECT

EATON CHEMICAL AND DYESTUFF COMPANY

Cleaners', Dyers', Launderers' Supplies

1490 Franklin Street • Detroit 7, Michigan
Canadian Plants, Windsor and Toronto

Established in the year 1838

When writing to advertisers please mention The NATIONAL CLEANER & DYER

(Continued from page 78) Above: Behind counter in cedar-panel wall six double doors open to wheel storage for ready garments. Doors are kept closed, as here in center, except when serving customers. Double doors give 34-by-68-inch opening, ample for turning wheel and bringing out garment. Below left: Storage wheels are mounted directly behind each of six doors so counter girl can operate from store. Behind each wheel is 15-foot rail for specials. Below right: Co-owner Leo Gorss with special $30 combination lock; when vault door is tampered with lock releases one gun of tear gas, another with special vapor which causes illness; at same time it sets off roof alarm. Vault has 9000-coat capacity, double-deck rails, separate room for fumigation and power units. Vault power goes to two panel boards, one in power unit room, one on main floor at rear of finishing room. Vault equipment and installation cost slightly over $35,000. Completely equipped fur cleaning department is in room adjoining vault

We Solved Your Problem!

That's right . . . U. S. has done it again. We have solved your silk problem with our newest

U. S. MODEL 518-1

Two Machines in One

This amazing new U. S. Model 518-1 is the latest word in blind stitch machines. It takes care of that big problem—silk! It sews a beautiful and positive stitch on all woolen and all silk materials.

The summer season is here, it is absolutely necessary to have this machine for those flimsy and light-weight materials. Are you prepared?

Why not inquire and have our representative explain all the advantages of this very latest model.

Depend on U. S. to solve your blind stitch problems—we have been doing just that for

25 triumphant years

Every U. S. agent is appointed because of his ability to serve you. There is a dependable U. S. agent near you . . . if you don't know his address, inquire from the home office.

U. S. BLIND STITCH MACHINE CORP.

212 Seventh Ave. New York 1, N. Y.

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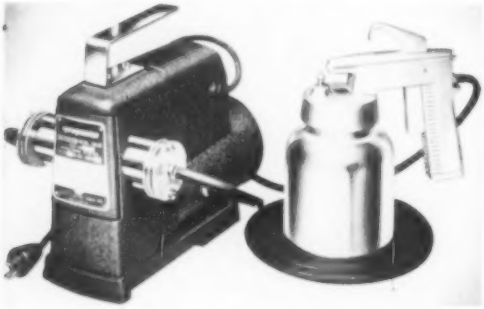
5 NEW IDEAS

TO SAVE YOU MONEY
TO IMPROVE PRODUCTION
TO BUILD YOUR BUSINESS

Sensational Multi-Purpose SPRAY

- Pre-Spot
- Flame-Proof
- Water-Repellent
- Moth Proof
- Size—dry or wet



One piece of equipment will now do ALL your spraying. It's the sensational new SPRAYMASTER that sprays ALL liquids. Gives constant, unvarying pressure of 25 pounds, can't clog, easy-to-clean, gives even, controllable spray that prevents streaks and moisture rings, safe for *all* solvents, lightweight, instant response. Out-performs anything you've seen—*will pay its small cost the first day.*

$24.95

New Profit-Item Sells More Drycleaning

KEE with magic release ZIPPER

STUCK? TWISTI FREE AGAIN!

Merchandise your service to your customer by answering a real problem—with the zipper that releases caught fabrics. You'll be the talk of your town when you offer the sensational new KEE Zipper as replacement. Show your customers the magic release. Show every woman and man how a turn of the KEE releases caught garments, prevents embarrassment. Greatest advance since the invention of the zipper.

7" skirt KEE Zipper, doz. . . . **$2.00**

10" dress or 11" pants KEE Zipper, doz. **$2.50**

Every Item in this ad Sold on Satisfaction-Guaranteed Basis

SUNBEAM BALL PEN

Cleaner invoicing, permanent marking on paper tags. Can't spill or blot, ink will not bleed or fade in wet or dry cleaning. Many clear, crisp carbons. Dries immediately, writes smooth and free. With handsome desk set, **$1.50**. Pocket model, **$1.00**. Refills, interchangeable for either model **$3.00** per dozen.

NO-SNAG PEN

The ONLY marking fountain pen with real laundry NO-BLEACH ink and the famous fabric-safe point. Permanent marking for all fabrics. Complete set including pen, ink and point cleaner . . **$7.95**

PRESRITE PORO PAD

A laminated rubber padding—substitutes for one cotton pad—designed to keep your press machine properly resilient and improve the finish of your garment. May be used over ANY metal pad. Long-lasting, instant steam and air passage, reduces button breakage to minimum. All sizes and shapes. 42" size, only **$3.25**

Others in proportion.

SALESMEN—Several Exclusive Territories Still Open to Men with Jobber Following

Get these guaranteed products working for you today
ASK YOUR JOBBER—or write direct

JOBBERS
This is your ad. Write or wire for details —today!

CLEANERS SPECIALTIES SUPPLIES CO.

6615 N. Fairfield Ave. • Chicago 45, Ill.

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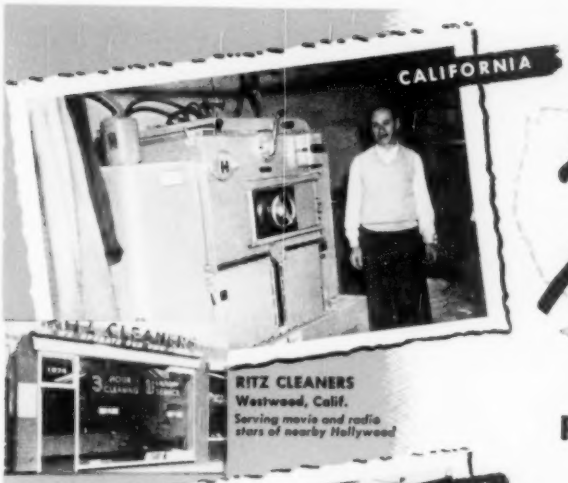


RITZ CLEANERS
Westwood, Calif.
Serving movie and radio stars of nearby Hollywood

ALL OVER AMERICA

THE CHOICE FOR PERCHLORETHYLENE IS:

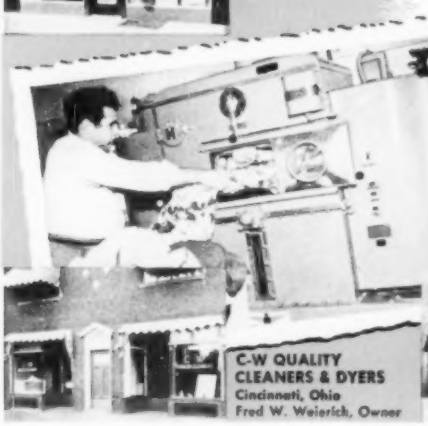
ARROW CLEANERS
Oklahoma City, Okla.
Noel W. Hanson, Owner

HOFFMAN

NU-CLEANING SYSTEM

Join the swing to Nu-Cleaning—

WRITE TODAY



C-W QUALITY CLEANERS & DYERS
Cincinnati, Ohio
Fred W. Weierick, Owner

WOONSOCKET WHOLESALE CLEANERS
Woonsocket, R. I.
Fernand Laliberte, Owner

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Right: Stubs of door prizes were mixed in drying tumbler, lucky numbers pulled by triplets. The girl is holding electric broiler, one of premiums. At left is Ivan Grossman, one of young owners of the Radburn, N. J., drive-in

Bottom: Exterior of plant features wide 40-foot parking area at front plus extensive neon advertising signs. Firm name is lit in six-foot letters; entire sign above canopy is about 11 feet in height. Theater-sign type letters around canopy can be changed as desired. Underside of marquee and canopy is flush-spotlighted

NEW TOPPS

Opening Designed to Attract Children Introduces Impressive Drive-In Plant

by JOHN J. DUNN

A CHILD of four or five may have no voice in purchasing the family drycleaning, but if he clamors to visit the opening of a new plant, it is very likely that his parents will take him. At least, this was the experience of Ivan and Sol Grossman who used live wild animals to attract the small fry to the inauguration ceremonies at an impressive new drive-in in Radburn, New Jersey.

During a four-hour period on April 21 of this year, Topps ushered 2,500 visitors through the plant. Of this total about 1,700 were adults, that is, there were approximately two grownups for each child. To make the parents more receptive to their children's pleas to make the visit, the Grossmans offered 12 major door prizes. These premiums totaled about $1,000 in value and included a television set, a boy's bicycle, a food mixer, a broiler and an electric toaster. In addition, some 150 free cleaning certificates were awarded and all women were provided with new lifts for their shoes.

Radburn is a growing community with a heavy pro-

Whether you deliver shirts or skirts . . .

NEW INTERNATIONALS

with *Metro bodies save you money!

Here are 7 reasons why the announcement of new versions of America's most popular multi-stop delivery truck is good news to your pocketbook:

1. New Metro body improvements. Wider front doors, lower floor height, more interior height—Metro body improvements throughout cut loading and unloading time and effort to a minimum.

2. New driver conveniences. New conveniences for the driver mean a better job done for the owner. These conveniences include maximum visibility, easy ventilation control, comfortable seating, and simplified driving control location.

3. New maneuverability and ease of steering. New Metro models thread more easily through traffic, turn in the shortest practical turning circles—thanks to the new steering system and wider-tread front axles.

4. New smart styling. You'll like the looks of the new Metro. New functional styling throughout adds to the unit's advertising value as well as to its usefulness.

5. New Silver Diamond Engine. This new valve-in-head power plant represents a $10,000,000 investment by International in better engine performance. It will pay off for you in new power and economy.

6. New heavy-duty engineered International chassis. Every new International multi-stop chassis is heavy-duty engineered to save you money. This means that the same values that have kept International first in heavy-duty sales for 18 straight years can now cut the cost of your delivery operation by cutting maintenance.

7. New models. Now there are 6 models ranging from 5,300 to 10,000 pounds gross vehicle weight. Metro bodies are 7¾, 9½, and 12 feet long.

Add to this all the traditional Metro advantages and, any way you figure it, you'll be money ahead to find out *more* about new Internationals with Metro bodies. See your nearest International Truck Dealer or Branch.

*Metro, Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company

International Harvester Builds
McCormick Farm Equipment and Farmall Tractors
Motor Trucks . . . Industrial Power
Refrigerators and Freezers

Tune in James Melton and "Harvest of Stars"
NBC, Sunday afternoons

INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY CHICAGO

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Right: Incoming end of the store counter. Note bins behind counter feeding to drycleaning units behind. Entire rear portion of plant is visible from the store. Main color scheme of plant is cream and all machinery was especially painted that color. The tophat, cane and gloves at upper left are trademark of Topps firm

Below: Shoe repair section occupies one end of store. Special "bar" for waiting for lifts on heels is set up in front. Main shoe repair section is to right

portion of young married couples. In this "diaper district" promotion aimed to attract children is especially effective.

To bring the young element into the plant, the Grossmans had five animals on display. Since one of the aims of the exhibit was to focus attention on the new storage vault, all the animals were of the fur-bearing variety and included a silver fox, a silver-blue mink, a skunk (deodorized), a lynx and a badger. A cartoon-type sign above each cage tied in the storage sales message.

The animals were secured from a wild animal farm in New England. As insurance against death or damage suits while the animals were out of its possession, the farm sold the animals to Topps and then bought them back at half-price after the exhibit. The local Humane Society supervised the caging and exhibition.

To drum up interest in the opening, the Grossmans scheduled daily announcements on a New York radio station. This promotion was strengthened by short spots on a local station plus a sound truck that circulated through the neighborhood sections the day before the formal opening. On the night of the event a searchlight with a 12-mile beam was used to achieve the atmosphere of a Hollywood premiere.

The new Radburn plant is a direct descendant of the original Topps Cleaners in Hackensack, New Jersey. The planning and much of the construction of the new drive-in were supervised by the late Irving Grossman, father of the present owners. The elder Mr. Grossman died after a short illness in March of this year.

While in equipment and layout the new plant is similar to the firm's first drive-in, the latest Topps is somewhat larger and the general appointments are a bit more sumptuous. The building itself is 65 feet wide and 100 feet deep. The marquee at the center of the front extends out 35 feet over the driveway and blends into a four-foot canopy which passes along the face of the building and the side next to the parking area. A two-tier storage vault 50 by 50 feet is built at the rear and to one side of the main body of the plant.

A 50-foot counter and shoe repair section occupies the entire front section of the building. The end of the counter opposite the two 60-pound drycleaning units is used for incoming orders. The bins behind the counter are designated according to time or date of promised delivery. The press line is set up along the wall behind the drycleaning machines. A four-girl shirt unit and a two-girl unit occupy a position on the opposite wall. The express lines feed into the storage racks established at right angles to the delivery end of the store counter.

With the success of their venture to win adult participation by attracting the children, the two young owners of the Radburn plant have other plans for achieving public goodwill through the younger element in the community. When these plans mature, you'll be hearing more about Topps. ☆ ☆

DRISYN *serves you* BOTH WAYS

Don't gamble with a pre-spotter that will sabotage your solvent . . . gum up the works . . . contaminate your cleaning and fill your system with a heavy, rancid, corroding build-up. Most pre-spotters fight your filter — produce push-pull effects that break down filtering efficiency and build up pressure. Pre-spot and dry clean with DRISYN . . . have your spotting and cleaning functions in step, in line and flowing in the same direction.

FOR PRE-SPOTTING . . .

Try DRISYN! DRISYN removes food spots, sweet stains, blood, beer, perspiration—all stubborn stains that ordinary pre-spotters, solvents or mechanical action can't budge. It pre-spots quicker, better, safer—at lower cost . . . and it adds cleaning power—not gummy build-up to your solvent.

Dry Pre-spotter—2 ounces of Drisyn to 14 ounces of solvent.
Wet Pre-spotter—2 ounces of Drisyn to 14 ounces of water.
Combination spotter—2 ounces of Drisyn to 7 ounces of solvent. Add 7 ounces of water.

FOR DRY CLEANING . . .

Try DRISYN! DRISYN is the complete concentrate—no water—no solvent—no inactive materials. One stock "soap" solution cleans every classification . . . gives you the cleanest whites, brightest colors, sharpest stripes that you've seen—and the softest, smoothest, "just-like-new" finish to garments that you've ever felt!

Ask your jobber about Drisyn today or write for a Drisyn folder.

CHEMICALS SPECIALTIES DIVISION

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Drisyn Distributors and Servicemen in all principal cities

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start getting more information...and profit-now!

Nothing like the National "Class 200" Cash Register has ever been offered at the price!

This modern register serves as a "clearing house" for every dollar you and your salespeople handle. It gives you complete information and control over your cash sales, charge sales, money received on account, and money paid out.

The National "200" eliminates mistakes in addition by mechanically totaling the items of a sale. It saves time, inspires customer confidence and good will.

You can use its built-in adding mechanism for *any* adding job at any time without disturbing your locked-in register total.

This modern business machine provides a better, simpler, easier way of getting all the vital figures you need to control your daily business. See it today at any National Cash Register Company office.

- **Stops Mistakes—Saves Time**—Indication shows price of each item and total. Mechanical addition prevents mistakes and speeds customer service. Records from 1¢ to $999.99. Gives protective supervision over all prices charged and control of all money collected.
- **Sales Grouped Automatically**—Classification keys automatically separate sales by department, selling employees, services, commodities, or other classifications.
- **All Records Under Lock and Key**—Five-position lock, controlled by proprietor's key, protects records and accumulated total.
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THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

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RUGBY M'CLEAN

Economic Adviser to the Nation's Dry Cleaners

MULTI-CLEAN CARPET AND UPHOLSTERY CLEANING WILL KEEP YOUR PLANT SHOWING A PROFIT THE YEAR AROUND!

CLEAN UP with MULTI-CLEAN!

- There's a *big* potential market for rug and upholstery cleaning—on location or in your plant. 90% of rugs and carpeting never get professional cleaning!
- The Multi-Clean Method is making *extra* profits for others. Get on the bandwagon.
- Your Multi-Clean investment is less than $1,000.
- A trained Multi-Clean representative shows you the way.
- The Multi-Clean Sales Aid Plan helps you get new business.

Multi-Clean Equipment Is the Finest Available

MULTI-CLEAN PRODUCTS INC

2277 Ford Parkway, Dept. 12Q
St. Paul 1, Minn.

RIGHT NOW use this Coupon

Gentlemen: Send complete information by return mail about the Multi-Clean Method and your Sales Aid Plan.

Name _____

Address _____

City _____ Zone ____ State _____

Rug and Floor Machines • Industrial Vacuums • Custom Cleaning Chemicals • Permanent Floor Finishes

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Check THESE HUEBSCH ADVANTAGES

Before Buying Laundry or Dry Cleaning Equipment

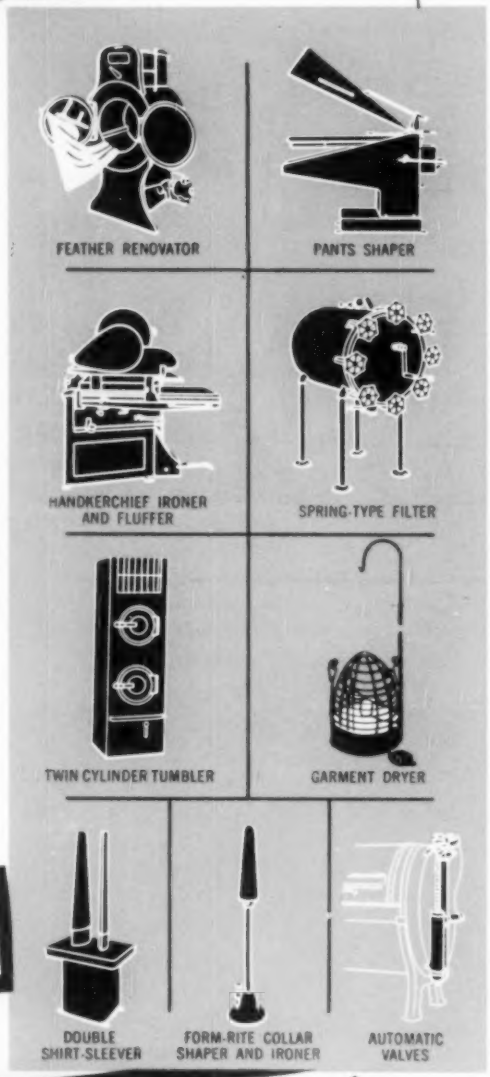
- PROVED DEPENDABILITY
- LOW INITIAL COST
- LABOR SAVING OPERATION
- LONG RUN ECONOMY

You get more from Huebsch equipment . . . greater production at lower cost.

Everywhere, Huebsch *proved* performance . . . and Huebsch *well-known* acceptance . . . make Huebsch the wanted equipment.

Get all the money-saving, money-making facts. Ask your local Huebsch representative for free literature and details or write, wire, or phone us direct.

More than
70,000
HUEBSCH TUMBLERS
Now in Daily Use



HUEBSCH *Originators*

HUEBSCH MANUFACTURING COMPANY • 3775 North Holton Street, Milwaukee 1, Wisconsin

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NO OTHER SOAP CAN GIVE YOU ALL THESE THINGS!

W-L

YOU'LL SAY THERE'S NEVER BEEN A SOAP LIKE IT

CALED'S NEW DRY CLEANING SOAP

MOISTURE BALANCE

Every load comes out uniformly clean because W-L is a perfect balancer for moisture in the load. W-L is not mixed with solvent or with solvent and water for emulsion use.

OUTSTANDING RESULTS IN ANY SYSTEM

You can use W-L whether you have a solvent system, 140F or chlorinated, for W-L has no "flash" solvents in its composition—it is all "active".

LONG OR SHORT RUN CLEANING

Whether the load includes hard, soft and fancy woolens, sweaters, silks, pastels or raincoats, W-L removes soil fast! Naturally, the longer the soap run, the more soil removed.

LOWEST COST PER POUND

W-L saves on soap costs, because 1/8 of an ounce is all you need per pound! That means only 10 ounces used for 80 pounds—a soap record hard to beat.

THERE'S A CALED PRODUCT FOR EVERY DRYCLEANING OPERATION

CALED PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

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NIGHT AND DAY

Round-the-Clock Operation and Twelve-Hour Service Bring in Wanted Business

Above: Big sign across front of Jack Cobb's Cleaners, Fort Worth, Texas, announced name change and new 12-hour service. Right: Jack Cobb at sign in plant store. Message, also used on stationery and cards, states that company values customer confidence, wishes to render quality service but may not be able to meet own standards if fast service is requested. Customers are asked to notify company if not "supremely pleased."

HALF a dozen promotion stunts to increase volume at Jack Cobb's Cleaners, Fort Worth, Texas, brought only moderate results for high costs. Moreover, after each of the campaigns volume slipped back to the old level of $1,100 to $1,200 weekly.

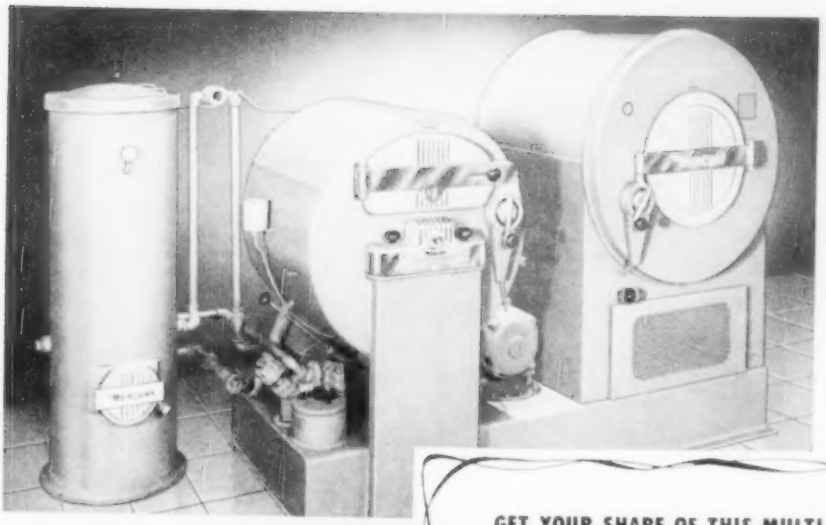
When volume dropped below $1,000 after the 1947 holiday season, the owner decided to make a drastic move. The plant had been open from eight to five, six days a week, giving a three-day service. Mr. Cobb set up plans for a 12-hour service, with the plant open around the clock.

The first move was to change the name to Day & Night Cleaners. A large black-and-white banner-type sign was hung across the top of the building. Each display window carried a similar black-and-white sign. These signs were put up two weeks before the opening under the new 12-hour plan.

Radio and newspaper advertising was used to announce the new Day & Night name and service. Radio promotion consisted of four spots per day for two weeks, at $2 per spot. A 3-column, 8-inch display ad in three issues of the newspaper cost $26 per issue.

For two weeks before the change tags were placed on every garment leaving the plant. These tags announced the change at a cost of $9.75 for 2,000.

(Continued on page 94)



Mercury, the Modern Petroleum Drycleaning Unit! U. L.-listed! Washer-Extractor, Tumbler, 1000 GPH Filter, Pump and Storage Tank in one complete system.

Only

$2595

f. o. b. factory

NOW! OVER $100,000,000 PER YEAR IN TOP-QUALITY DRYCLEANING BY 2800 SUCCESSFUL MERCURY OWNERS IN 48 STATES!

GET YOUR SHARE OF THIS MULTI-MILLION DOLLAR INDUSTRY!

Mercury owners are making money because the Mercury combination of *low operating costs and high quality* provides a substantial profit margin with an assurance of repeat business! No other equipment can offer all these Mercury features:

SAVES TIME, SAVES LABOR, SAVES SOLVENT!

Cleans and extracts in the same cylinder without extra handling of garments. No solvent loss thru transferring wet garments.

LOWER INSURANCE, SAFER OPERATION!

Mercury U/L listed unit protects you, your property and employees against hazards, and results in a lower insurance rate.

LOW INITIAL INVESTMENT FOR $1000.00 — $1200.00 WEEKLY VOLUME!

Compare the weekly volume capacity per dollar of unit investment with any other drycleaning equipment. Mercury may be purchased on low initial down payment and liberal monthly terms.

PRECISION BUILT—LOW MAINTENANCE!

Over $100,000.00 invested in special tooling to produce precision parts—which insures you low maintenance.

WRITE FOR DESCRIPTIVE LITERATURE

MERCURY CLEANING SYSTEMS, INC.

549 W. WASHINGTON BLVD.
CHICAGO 6, ILLINOIS
TELEPHONE ANdover 3-5420

MERCURY

MERCURY FILTERS AND TUMBLERS SOLD INDEPENDENTLY

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(Continued from page 92)

The two route trucks were painted black and white and lettered with the same signs which were used in the display windows. Each truck made ten new calls per day, six days a week, for two weeks before the change. After routemen reported calls a form letter was sent out, announcing the change in service and inviting the prospect to try Day & Night service the opening week.

Under the old three-day schedule, the work was handled by nine employees, who were paid by the week. When the change was made a timeclock was put in and all employees were put on an hourly basis. Two of the nine former workers quit because of the change.

The night-and day schedule requires nine employees for the day shift, six for the night shift. On the day shift there is one silk finisher, one finisher on blouses, shirts and linings, one wool finisher, one drycleaner, one spotter, one inspector and checker, one alteration and repair employee, two counter and marking-in girls. The night shift comprises one night manager, one silk finisher, one wool finisher, one checker and alteration girl combined, one cleaner and spotter, and one utility man.

Above: Black and white window signs also announced the changes. Trucks carried same type of sign. Left: Two of nine day employees are assigned to counter; do all marking. In rush hours alterations girl helps with marking. On night shift she doubles as checker; major alterations are held over to day shift when possible

For the first week under the new plan Mr. Cobb tried staggering hours but this was not successful. After the first week all the day crew came on at 9 a.m. and were relieved at 6 p.m. except the cleaner. The day cleaner comes on at 8 a.m. The night cleaner and spotter comes on at 6:30 p.m., has the first load out and spotted by 9 p.m. and completes a second load. In this way the boiler can be cut off between 6 and 7 in the morning and between 6 and 7 at night for blowdown and maintenance.

A maintenance man is at the plant for eight hours every Sunday. So far, except for minor repairs which are handled by the manager and one of the finishers, all major maintenance has been accomplished in eight hours per week.

Under the present plan the plant and office are closed from Sunday noon until Monday at 6 a.m. No night delivery service is offered.

Results of the Change

Thirty days after the day-and-night service was introduced volume was running $1,800 per week. Three months under the new plan brought volume up to $2,200 with the same number of employees. At the end of three months one additional marker was added to the night shift. It was found that better than 50 percent of the increase came in through the plant office between 7:30 p.m. and 11:30 p.m.

Another change under the night-and-day plan was an increase in the Friday and Saturday business, which was formerly light.

Except for Friday and Saturday, less than 30 percent of the business coming in is scheduled on request for 12-hour delivery. For three weeks a check was made on business coming in from 9 a.m. Friday until 6 p.m. Saturday, and it was found that between 60 and 65 percent requested the 12-hour service.

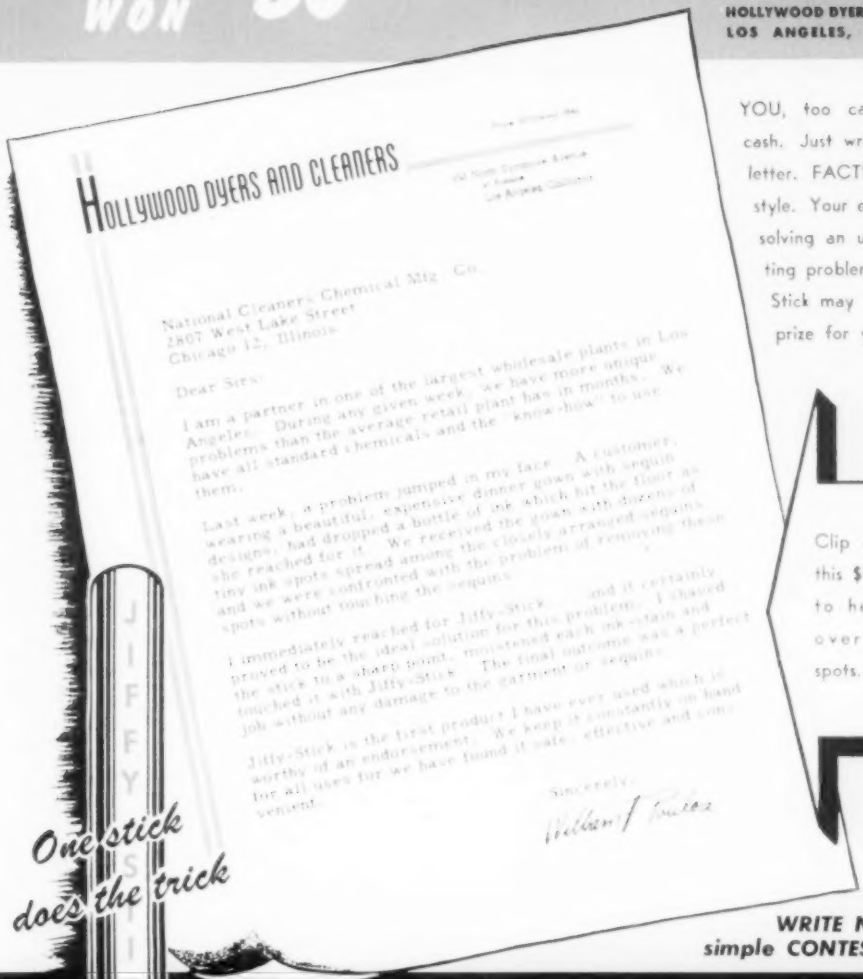
"We have been more than pleased with the change," Mr. Cobb said. "The first week we had a great deal of confusion but since that it has been smooth sailing.

"Holding up the night quality has been the biggest problem but we ironed that out pretty well by employing a night manager who has operated a plant for many years and understands every phase of the business.

"The first month under the new plan showed a $300 greater net profit than the last month under the three-day service schedule. We feel that this is the real proof of the Day & Night plan." ‡ ‡

HERE'S HOW Jiffy-Stick SOLVED a unique SPOTTING PROBLEM and WON $50 for WILLIAM F. POULOS

HOLLYWOOD DYERS & CLEANERS
LOS ANGELES, CALIFORNIA



HOLLYWOOD DYERS AND CLEANERS

National Cleaners Chemical Mfg. Co.
2807 West Lake Street
Chicago 12, Illinois

Dear Sirs:

I am a partner in one of the largest wholesale plants in Los Angeles. During any given week, we have more unique problems than the average retail plant has in months. We have all standard chemicals and the "know-how" to use them.

Last week, a problem jumped in my face. A customer, wearing a beautiful, expensive dinner gown with sequin designs, had dropped a bottle of ink which hit the floor as she reached for it. We received the gown with dozens of tiny ink spots spread among the closely arranged sequins and we were confronted with the problem of removing these spots without touching the sequins.

I immediately reached for Jiffy-Stick . . . and it certainly proved to be the ideal solution for this problem. I shaved the stick to a sharp point, moistened each ink-stain and touched it with Jiffy-Stick. The final outcome was a perfect job without any damage to the garment or sequins.

Jiffy-Stick is the first product I have ever used which is worthy of an endorsement. We keep it constantly on hand for all uses for we have found it safe, effective and convenient.

Sincerely,

William F. Poulos

YOU, too can win $50 cash. Just write a simple letter. FACTS count, not style. Your experience in solving an unusual spotting problem with Jiffy-Stick may win the $50 prize for you!

Clip and file this $50 letter to help you over tough spots.

JIFFY-STICK

One stick does the trick

WRITE NOW for simple CONTEST RULES

NATIONAL CLEANERS CHEMICAL MFG. CO.

2807-11 WEST LAKE STREET • CHICAGO 12, ILLINOIS

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Interior of dryroom at East Side Rug and Furniture Cleaners, Portland, Oregon

RUG-CLEANING ROUTINE

West Coast Plantowner Emphasizes 5½-Hour Drying, Careful Inspection and Measuring

by LON FANALD

QUICK drying speeds the flow through the small end of the funnel of rug and furniture cleaning, according to C. Van Dorn of Portland, Oregon, operator of East Side Rug and Furniture Cleaners. He has just started an extensive educational campaign to show the home owner the value of regular rug cleaning.

The dryroom at East Side is 14 feet wide, 21 feet long and 20 feet high. With the door closed, this room will dry 32 average 9-by-12 rugs, which have been first put through the wringer, in less than 5½ hours.

Temperature in the dryroom is held at 95 degrees F. Ten feet up the wall on each of three sides there is an opening 24 inches square. A ¾ h.p. motor drives a 14-inch fan of the squirrel-cage type. Heated with steam coils, the air comes into the dryroom at better than 100 degrees F. In each corner of the room, 12 inches up from the floor, there is an 8-inch-square opening. These three vents pick up the damp cooler air and connecting pipes take it to the roof of the building. No fan is required.

Previously vacuum was used to remove the moisture. That method removed between 65 and 75 percent of the moisture. By putting in a large wringer which removes a much higher percentage of moisture the drying time was substantially reduced.

In addition to the 14-foot wringer with spray-rinse attachment, major equipment at East Side consists of one 9-foot open-end beater which allows for a much larger rug than a 9-by-12, complete plant shampoo equipment with a 150-gallon overhead soap feed tank which gravity-feeds soap and water through a double hose, and complete equipment for on-location furniture and rug cleaning.

Approximately five minutes is required on the scrubbing floor to wash or shampoo the average 9-by-12 rug. Another two minutes takes it through the wringer. Al-

HAMMOND

Proudly presents the

the

First Entirely New

★ EXTRACTOR *in over*

50 YEARS

THE laundry and dry cleaning industry has long needed a new extractor. Now **Hammond** brings you the **WIZARD**—an entirely new machine that has eliminated all the cumbersome and trouble-making features of the conventional machine. The **WIZARD** has features not found in any other extractor. It is foolproof, trouble-free, and built to give a life-time of hard, efficient service.

4 ★ FEATURES

1. **NEW SUPER FLEXIBLE RUBBER MOUNTINGS:** Specially designed to allow the basket to develop speed (1700 RPM on 17" Model) immediately without strain on the motor, bearings and mountings. This new mounting allows the basket to spin in even balance without vibration. Rubber mountings completely isolated from oil or grease.

2. **AUTOMATIC BRAKE:** An entirely new magnetic brake, which replaces conventional foot brake, is geared to the driving mechanism. The brake is released when the current is turned on by the single control lever and is automatically applied when motor current is turned off. This rugged new brake stops the basket without strain on the motor and is a marvel of positive smoothness.

3. **NEW SAFETY LOCKING LID:** This new lock positively prevents the lid from being opened while the basket is in motion and prevents the machine from starting until the lid is closed and locked. Every phase of the extractor operation is governed by a single lever switch which protrudes over the lid. These safety features meet every State safety requirement.

4. **SEALED BALL BEARINGS:** The extractor basket and motor operate on sealed bearings, completely encased in packed lubricant which eliminates the necessity of oiling or lubricating for years. The sealed bearings also prevent harmful oil and grease from reaching the rubber mountings.

SPECIFICATIONS

- V-Belt Drive with Large diameter pulley.
- Automatically controlled by single lever switch that locks lid and releases or applies brake automatically.
- Life-Time Sealed-In Lubricant.
- Four Sizes—17", 20", 28", and 30".
- Completely sealed ball bearings.
- Write for Complete Details.

BILL HAMMOND Says:

Everyone liked our earlier Extractors because they did the job. But you will be amazed with the WIZARD. Every new development possible has been included in this new machine, and I believe that it's the finest on the market. Just write, wire or phone me in Waco and we will send you complete information about this new machine. Don't wait—do it today. YES! we will take your old machines in trade.

HAMMOND LAUNDRY-CLEANING MACHINERY CO.
Hammond Building, Waco, Texas
Ok Bill—I'm curious. Send me complete details about the WIZARD.

Name _____

Address _____

Firm _____

City _____ State _____

HAMMOND
LAUNDRY-CLEANING MACHINERY CO.
HAMMOND BUILDING WACO, TEXAS

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lowing three minutes for putting an average rug through the automatic heater, this marks up a total cleaning time of 10 minutes.

After rugs are taken down from the racks in the dryroom they are spread out on an inspection floor and given a careful check. When the rug passes this inspection it is vacuumed, the nap being carefully brushed one way, and sizing is applied if it is required. Approximately 50 percent of the rugs which go through the East Side plant need sizing. An automatic spray gun working from an agitating tank is used for sizing.

All rugs are measured when they are received at the plant. The dimensions are recorded on the ticket and on a customer's card in the office. When the rug is inspected it is remeasured and, if necessary, again hung with weights.

"Correcting the rug to its original measurement," Mr. Van Dorn said, "is an absolute 'must' in this business. We place a great deal of emphasis on seeing that the returned rug corresponds in dimensions to the marked-in measurement."

Based on a $50,000 annual volume (40 percent furniture and 60 percent rugs), East Side is operating on a payroll of 41.05 percent. Mr. Van Dorn is now working out an incentive program which he expects to lower this figure by as much as 10 percent.

Following are some of the other cost percentages:

All supplies	8%
Advertising	6%
Truck upkeep and depreciation	10%
Taxes and interest on investment	5%
Insurance, including use and occupancy	3%

How Furniture Is Handled

All furniture is first inspected and the exact condition recorded on a customer's card. The pieces are then vacuumed, beat to loosen stubborn dust and dirt, and vacuumed a second time.

"A woman is going to hit her chair or davenport when you deliver it to see if she can raise any dust," Mr. Van Dorn said. "So you might just as well beat her to the punch."

On 90 percent of the furniture cleaned a shampoo is used. However, East Side has found it inadvisable to shampoo brocatel. All tapestry is tested for color before it is shampooed. Loop frieze is always shampooed. East Side uses a sour in wet process in all furniture cleaning.

All wood parts are thoroughly cleaned and gone over with a commercial scratch remover. In most cases a clear varnish is added. Mr. Van Dorn believes that returning the woodwork to its original polish has considerable advertising value.

After it has been shampooed and brushed, furniture goes to the dryroom, where 12 hours at 95 degrees F. is allowed.

East Side does wall-to-wall carpet cleaning in the home and office and some home furniture cleaning on location but does not push this type of business, although the profit is good. Owner Van Dorn feels able to do a better job at the plant—and the better the job, the more word-of-mouth advertising and the more regular repeat business.

"Out here on the West Coast," Mr. Van Dorn said, "people have to be educated to rug and furniture cleaning. Missionary work here is badly needed. There are very few rug and furniture cleaning plants and the field is open but it is going to take a lot of advertising and well planned promotional work to bring in the business. # #

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IT'S *EASY* TO SOLVE *ANY* CLEANING PROBLEM with Spix

Modern Research
CLEANING PRODUCTS

The Product	*What they will do for You*
DRI-TEX	The dry detergent for petroleum solvent. Produces maximum soil removal; reduces spotting and wet cleaning.
BRI-TONE	A very high quality concentrated soap. You add the solvent and water. Excellent cleaning at low cost.
SPIX STRATE	A detergent; add no water or solvent. Use straight. Excellent luster, soft feel, no shrinkage, no wrinkles.
KLOR-TEX	A detergent for chlorinated solvent that increases soil and spot removal.
TRUMP	Unsurpassed as a general oil spotter in dry or wet cleaning for a large variety of stains.
HAND BRUSHING SOAP	A quality, low priced, prespotter for imbedded soil, water marks and perspiration.
AL-BEX	A wet spotter for blood and all other types of albumin stains when steam spotting or wet cleaning.
BUMINOL	Removes blood and other albuminous stains with dry solvents—no water.
SOLVEX	An excellent airplane glue and finger nail polish remover. Solvent properties of acetone but does not dissolve celanese.
SPOTTING STICKS	Effective ink remover. Also active on fruit, light dye and metal stains.
VOLTEX	A safe volatile chlorinated solvent mixture for grease, oil, paint, lipstick. Excellent for mixing with Trump.

WRITE TODAY FOR MORE DETAILED INFORMATION

Spix PRODUCTS COMPANY
119 Dahlem Street Pittsburgh 6, Pa.

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ASSOCIATION NOTES

New Jersey Chooses Officers: At its annual spring meeting, held April 20 at Newark, the New Jersey Laundry and Cleaning Institute elected the following officers: Benjamin B. Foster, president; S. E. Willey, vice president; E. J. Bowen, Philip B. Henoch and H. M. Marx, board members. Harold C. Buckelew continues as executive secretary and treasurer.

Speakers included Dr. Matthew M. Chappel of the Psychological Corporation of New York, reporting on a 1949 Laundry Market Survey; John C. LeClair, discussing public relations programs; John H. Yauch, Jr., on seven-day delivery; A. John Plonski, on group insurance; Edward McDonough, on foreman training, and Ralph B. Smith, on improved quality to recapture lost shirt volume. Questions taken from a mail survey of the Institute's members were answered by a panel made up of Benjamin B. Foster, Foster's Laundry, Gloucester, N. J.; George Y. Klinefelter, Elite Laundry, Baltimore, Md.; Sydney Moore, president of Carman & Co.; Arthur C. Stevens, New England Laundry Co., Hartford, Conn.; Francis M. Wilkinson of Reading, president of the Pennsylvania Laundryowners Association; John H. Yauch, Jr., counsel of the New Jersey group, and Wayne Wilson, editor of *Starchroom Laundry Journal*.

# #

Local Elections: At the annual dinner meeting of the **Dry Cleaners Association of Amarillo**, Texas, Thad Ansley was elected president to succeed Joe Deason. W. B. Burkhalter was elected vice president and Armand Doche secretary-treasurer.

The **Ventura County (California) Cleaners Association** has chosen Lester Ellis of Santa Paula as president for the current year, Max Koren of Oxnard vice president, and Bob Hutchins of Fillmore continues as executive secretary. Directors are L. D. Hutchins, Santa Paula; Bill Shaffer, Ventura, and Mrs. A. J. Brown, Port Hueneme.

At its recent meeting at Regina, the **Association of Dry Cleaners and Launderers of Saskatchewan (Canada)** elected new officers. Herschel Lexier of Regina is the new president, succeeding Harold Kriewald of Moose Jaw, and Patrick J. McCashin of Regina was reelected secretary. New directors for 1950 are H. Loney, Regina; J. Daniels, Humboldt; G. Parrott, Saskatoon; G. Butler and W. Ehman of Regina, and Mr. Kriewald.

# #

Chicago Cleaners Lead in Red Cross Drive: Among the 74 trade divisions which took part in the Red Cross Drive in Chicago, the drycleaning industry, represented by the Chicago Dry Cleaners Association, led the list with contributions amounting to 150 percent of quota.

William L. Skaben, past president of the National Institute of Cleaning and Dyeing, was chairman, and Ben Rosenfield, executive director of the Chicago Dry Cleaners Association, was assistant chairman of the drycleaning committee. Other members were Ben Ditkowsky, Robert Heald, Maurice Hirshman, Robert Oppman, Milton Rosenberg, Sidney Rubenstein, Irving Schuman and Maurice Silverman.

# #

Massachusetts Spring Meeting: About 100 cleaners from all parts of the state attended the spring meeting of the Cleansing Plant Owners of Mass., Inc., held April 16 at Shrewsbury. In the absence of the president, Henry Shea, because of illness, Vice President Harry Rachleff presided. The guest of honor was Mrs. Josephine Pierce, head of the Worcester Better Business Bureau.

The program began with a report on the accomplishments of the organization in its three years of existence, by Max Glickman, past president. Zussman Freeman of the New England School of Drycleaning

Above: Head table, left to right: Stephen Muzic, Mrs. Zussman Freeman, Zussman Freeman, Herbert Satter, Harry Rachleff, Mrs. Josephine Pierce, Mrs. Gerald Murphy, Gerald Murphy. Below: Part of group attending

gave a demonstration of the properties of synthetic solvents in comparison with those of Stoddard solvent. Mr. Freeman also demonstrated his apparatus for showing the action of water, solvent and soap in removing various types of soil from fabrics.

Herbert Satter, executive secretary, outlined the work of the association in the legislative field, including defeat of undesirable regulations, removal of a state tax on Stoddard solvent, and removal of store and clerical personnel from minimum-wage regulations. Final remarks by Mr. Rachleff and Gerald Murphy of Murphy's cleaners concluded the successful meeting.

# #

Accounting Conference: On April 26 an important conference was held in New York City under the auspices of the Committee on Accounting of the National Institute of Rug Cleaners.

Through the efforts of Melvin A. Viner of Arcade-Sunshine Co., Washington, a member of the NIRC Committee, the conference was arranged with John

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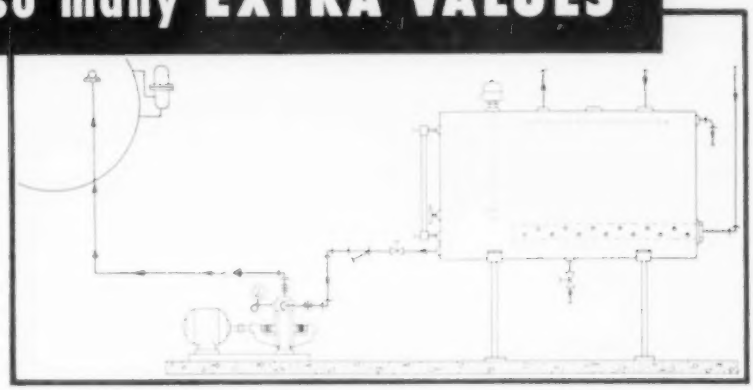
offers so many EXTRA VALUES



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"Chromosoid," a revolutionary new lining material makes a steel tank impervious to all water corrosion. It's backed by a 10-year guarantee. You enjoy freedom not only from premature replacement cost, but from interim rust-clogging and costly shutdowns.

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Super-safe Magnetrol automatic pump control and low water cut-off is exclusive in Schaub Systems. No bellows to stiffen, no packing to bind, no tricky electrode circuits to fail. Magnetrol's tireless, friction-free magnetic force provides positive maintenance-free switching action at all times. Remember BOILER SAFETY knows no PRICE!

A Schaub System gives you much more than a tank, a pump, and a pump control. Engineered out of long experience—and containing outstanding *exclusive features* — it gives you greater operating economy, money-saving freedom from maintenance . . . and long-lasting dependability over the years.

Compare a Schaub System detail for detail with any other . . . You'll quickly see why you get extra values—in DEPENDABILITY, in MINIMUM MAINTENANCE and LONGER SERVICE LIFE. When you buy a Schaub Boiler Return System, the *least* difference is the difference in price!

Schaub also builds Patented Heat-Reclaim and Spray-type Deaerating Systems for exacting requirements from 10 to 1000 Boiler Horse Power. Write for the new Schaub Catalog No. 55 which gives more information on all types of Schaub Systems.

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Carruthers of John Carruthers & Co., Boston and Washington, and M. R. Weiser, M. R. Weiser & Co., New York, Accounting and Management Consultants. Both have been closely identified with the American Institute of Laundering and state laundry associations in the East for years, and largely responsible for the development of standard accounting practices in the laundry field. NICD and AIL representatives were also invited to participate.

The purpose of the conference was the consideration of a uniform accounting system for the rug cleaning industry, whereby plant operators may more intelligently analyze their monthly, quarterly and annual figures and evaluate the weaknesses and potentialities of their operations. It would also establish a common basis for comparisons in stated volume brackets and determining trends in the industry.

The conference made a complete and thorough survey of the requirements and resulting aids to a more successful plant, sales and administrative operation and the constitution of one uniform system, applicable in the simple, basic form for the small-volume operation and also, with supplementary amplifications, for medium and large-volume operations.

With an agreement reached on the premises and mechanics, the problem was referred to Messrs. Carruthers and Weiser to work out. They are to submit recommendations at a subsequent meeting.

Participants in the conference were: M. E. Rudolph, Adams Rug Cleaning Co., Philadelphia, Pa.; M. A. Viner, Arcade-Sunshine Co., Washington, D. C., and R. L. Ayers, Jr., Ayers Laundry & Cleaners, Covington, Va., constituting the NRC Committee; John Carruthers; M. R. Weiser and K. D. Weiser; David Katz, comptroller, Arcade-Sunshine Co., Washington, D. C.; Norbert J. Berg, managing executive, NICD; J. V. Scattergood, accounting supervisor, AIL; Osgood Wells, executive secretary, NRC.

* *

Fabrics Meeting in Rhode Island: A meeting of the Launderers and Dryecleaners Association of Rhode Island, staged in cooperation with the Retail Trade Board of the Chamber of Commerce, was held March 29 in Providence. Albert E. Johnson, trade relations director of NICD, spoke on consumer complaints and used the National Retail Dry Goods Association garment exhibit and other fabric problems to illustrate fabric and garment serviceability.

The meeting featured a question-and-answer panel, with the following members: Mr. Johnson, William Willman, manager, Better Business Bureau; John Cummings, president of the Rhode Island association; Robert Joerger, president, Rhode Island Chapter, AATCC, and Harry Pinkerson, chairman, Retail Trade Board, and a director of the NRDGA.

* *

Local Meetings: Bell Cleaners, Bedford, Indiana, was host recently to members of the **Southeastern Indiana Dry Cleaners Association,** of which the proprietor, Earl Bell, is president. The program included a talk by R. H. McAveal of Eugene, Oregon, director of the Oregon state association, and a demonstration of improved methods of bookkeeping on new cash registers by the National Cash Register Company of Bloomington.

The **Springfield (Mass.) Dry Cleaning Plant Owners Association** decided at its April meeting to carry out an educational advertising program. Speaker Tom Fitzgerald of the Merchants Bureau reported that 32 plants in the city employ 600 people. Retiring president Len Arlen was presented with a traveling bag by the new president, Steve Muzie. Mr. Arlen, Robert Samble and Norman Weinstein were elected to the executive board.

A recent meeting of the **Eastern Contra Costa County (California) Cleaners Association** was devoted to studying advertising methods for a possible campaign. Roger Arnaud of Martinez presided.

The March meeting of the **Northwest Arkansas Cleaners Association,** held at Springdale, featured a talk by W. J. Hunt of Fayetteville on quality cleaning and pressing. The possibility of forming a statewide association was discussed.

Meeting at the Hub Cleaners plant in Galt on April 10, the Mid-Western Division of the **Dry Cleaners Institute (Ontario)** extended a vote of thanks to Harry Wambold of Newtex Cleaners, Kitchener, for the use of his plant for a successful training course. It was decided to hold a longer course next fall. Plans for an exhibit at the Sarnia Industrial Fair were discussed at a meeting of the Sarnia Division on April 11. The gathering was addressed by D. H. Currie, general manager of the Institute. Mr. Currie also attended the April 12 meeting of the Windsor Division.

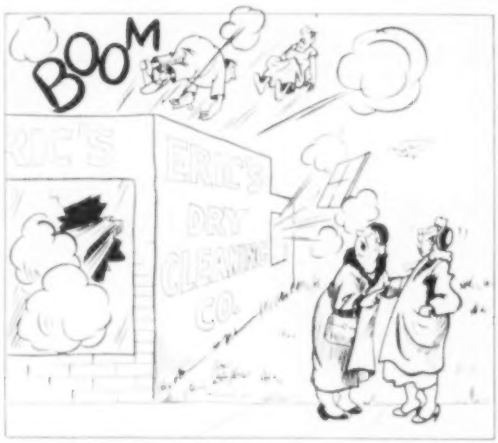
* *

Rug-Care Booklet: The National Institute of Rug Cleaners, Inc., has just brought out a booklet called "Tips on Cleaning Floor Coverings and First Aid Treatment for Rug and Carpet Mishaps." Addressed to consumers, for distribution by NRC members, the booklet includes suggestions on cleaning rugs and carpets, prevention of moth damage, and emergency treatment for stains.

* *

New York Group Active: The April *Bulletin* of the Neighborhood (synthetic) Cleaners Association, New York City, announces that the State Department of Education has granted a license to the New York School of Dry Cleaning, Inc. The board approved two courses—comprehensive drycleaning, for beginners, and principles and practices of drycleaning, for students with some experience. Approval within a short time is expected for courses in finishing and business management.

At a recent dinner dance Past President Irving Kleinfeld installed the new officers and presented President Joseph Rempell with a gold wristwatch in ap-



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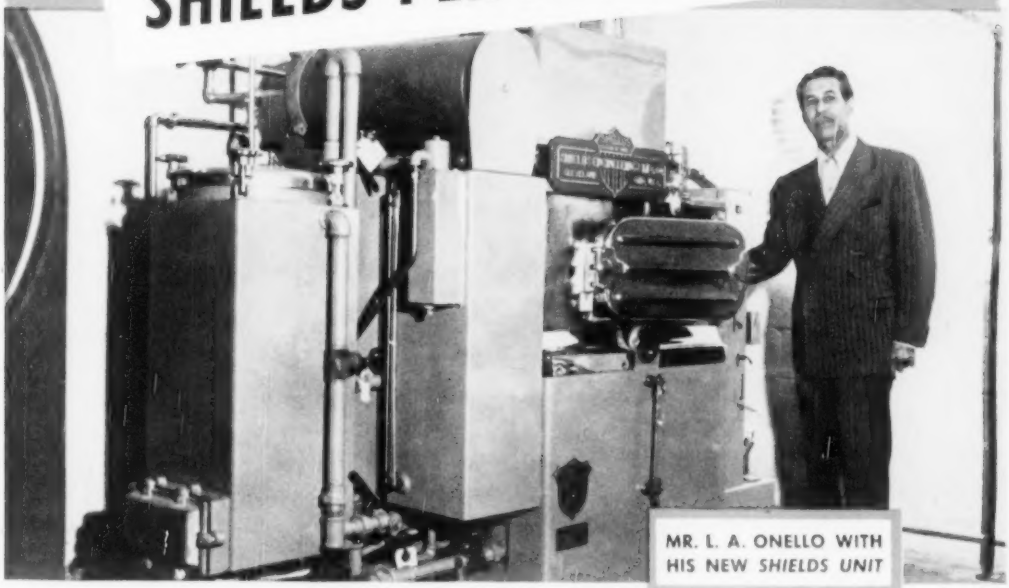

MR. L. A. ONELLO WITH HIS NEW *SHIELDS UNIT*

MONEY MAKING SHIELDS FEATURES— Completely automatic perchlorethylene unit with Recovery. Also, may be manually operated. 50-pound load capacity, 40 minute cycle. Washer, cylinder and condenser of Monel metal; cylinder statically balanced; vibration-proof construction throughout unit; packing glands and hubs of bronze. 1800-GPH filter; 40-GPH capacity still. Continuous filtration, independent distillation, 2½" dump valve, improved soap injector for uniformly emulsifying solvent and soap. Fool-proof and economical operation. Reserve tank supplies solvent for rinsing and balancing solvent in system. All parts of machine easily accessible. Rugged, compact drive mechanism operates quietly under critical load conditions. A PRIZE PACKAGE delivered completely assembled—dimensions 34" x 88" x 78" high—permits entry through 35" door opening.

"With 25 years experience in the dry cleaning business Mr. L. A. Onello, Onello Cleaners, HONOLULU, HAWAII, knows what he wants in a dry cleaning machine—***He has recently converted to a SHIELDS AUTOMATIC UNIT, satisfied that it will bring him best returns on his investment.***"

The large capacity, speed and economical operation of the Shields Unit justify his decision.

Mail the coupon today for information that will show you why the Shields Automatic Unit is your best buy, too.

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preciation of his services. Another past president, Jesse Weisman, installed the board of directors.

The association is planning to supply members with a claim form for use by customers, which will also permit the group to keep a file of claims. Ultimately, it is planned to establish a board to settle claims between customers and member plants.

z z

New Association Formed: Drycleaners of Alva, Waynoka and Dacoma, Arkansas, recently organized the Woods County Association of Dry Cleaners, with Merle Bartlow of Waynoka as president and Gene Lemley of Alva secretary. At a recent meeting devoted to a discussion of prices, the group was addressed by John Cash, chairman, and other members of the Oklahoma Dry Cleaners State Board. According to Mr. Cash, prices in Woods County were lower than in other parts of the state.

z z

High-School Training in Toronto: The Education Committee of the Dry Cleaners Institute (Ontario) has prepared, at the request of the Technical Research Council of the Department of Education, Province of Ontario, a brief outline of a daytime course in drycleaning trades. It is expected that these courses will begin in Toronto with the school year September 1. These courses will be given to boys and girls in the secondary schools who are obliged to attend school until they are sixteen but cannot or do not wish to take the complete secondary school course.

N. I. C. D. NEWS

Sixth Management Class: Twelve students of the Institute's Sixth Management Class were graduated on April 28. John P. Gray, director of education, presented diplomas to: Clifford G. Anderson, Twin Falls, Idaho; Ricardo D. Anderson, Alameda, Calif.; Carter J. Benson, Palo Alto, Calif.; Harry W. Clark, Jr., South Bend, Ind.; Frank Easton, Milford, Mich.; Robert G. Hofheimer, Norfolk, Va.; John Davis Lea, Burlington, N. C.; Robert E. Montrose, Chicago, Ill.; Curtis A. Nye, Lincoln, Neb.; Hubert E. Perry, Kinston, N. C.; Bernie Smith, Toronto, Ont., Can., and C. V. Stowell, Kansas City, Kans.

Graduates of NICD's sixth management class

Prizes for the best team on master salesmanship and supervisory technique were awarded to students Ricardo D. Anderson and Harry W. Clark, Jr.

N. J. Berg, NICD managing executive, spoke to the outgoing students.

z z

Textile Students Show Interest: A joint meeting of the student chapter, American Association of Textile Colorists and Chemists, with its parent organization, Northern New England Section, held April 21 at Lowell Textile Institute, drew an attendance of over 100. Featured was an exhibit put on by the student chapter in conjunction with the NICD, which showed garments before and after drycleaning and illustrated many problems encountered in drycleaning. The exhibit was inspired by a series of lectures given by Dr. Dorothy Lyle of the NICD staff to student groups at Lowell Textile Institute.

The weekly meeting of the Senior Class Seminar at the Philadelphia Textile Institute on April 11 was addressed by Albert E. Johnson, NICD's director of trade relations. About 80 students heard Mr. Johnson's talk on "Processes Used in Drycleaning Plants." He pointed out the necessity for manufacturers to use fast colors on all parts of garments, and also stressed the importance of button and belt serviceability.

Courses for 1950: The following class schedules for 1950 have been announced:

General Course: July 3-September 22; September 25-December 15.

Management Course: June 26-July 21; September 25-October 20; October 23-November 17; November 20-December 15.

Silk Finishing Course: July 10-July 21; August 14-August 25; November 6-November 17; November 27-December 8.

Rug Cleaning Course: July 31-August 25; October 23-November 17.

A special bulletin on "Education at NICD," which will be sent to anyone interested in education in drycleaning, has just been issued. It contains information on the four NICD courses, such as subjects taught, entrance requirements and expenses.

z z

Representation at Technical Meetings: George P. Fulton, director of research, represented the NICD at the meeting of the Subcommittee of the American Association of Textile Colorists and Chemists on "Water Resistance of Textiles," held in New York April 13.

A meeting of the Carpet Institute held in New York City April 25 was attended by Dr. William A. Endriss, rug research associate of the NICD. The meeting was a conference with the Technical Committee of the Carpet Industry and Joint Technical Committee of NIRC and NICD.

The Institute was represented by Albert E. Johnson, director of trade relations, at meetings of the Rayon Standards Subcommittees on Labeling, Certification and Test Methods, held in New York City on April 14 and 26.

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Warnings to Consumers: The April 1950 *Consumers' Research Bulletin* quotes Dr. Dorothy S. Lyle, director of consumer relations for the National Institute of Cleaning and Dyeing, on unserviceable belts. The warning also included rubberized innerlinings that dissolve in the cleaning solvent and leave stains, and buckram facings and linings with fugitive dyes.

The *Monthly Memo* of the Better Business Bureau of New York, under date of April 1950, repeats the warning of Dr. Pauline Beery Mack of Pennsylvania State College on home permanent-wave fluids. The item points out that the fluids can loosen and destroy dyes by a delayed process which does not show up until after the garments are drycleaned.

I'VE HAD 20 YEARS OF SUCCESS with SOLVINK

An Entire Generation of Dry Cleaners Endorses SOLVINK—the perfect Spot Remover for ink, rust, paint and blood stains!

For twenty years and more SOLVINK has been building business and extra profits for dry cleaners. It removes ink, rust, paint and blood stains. No waiting. Nothing to dissolve. SOLVINK goes to work immediately. Order SOLVINK today and discover for yourself why it's been preferred for 20 years.

½ pint set Solvink—(2 solutions)—$2.25

.... AND YOU'LL HAVE THE SAME SUCCESS WITH GREENZYME--FOR ALBUMIN STAINS

Greenzyme, on the board or in the bath solution, is the perfect spot remover for albumin stains. When used on the board *Greenzyme* eliminates the need for expensive, time-taking wet cleaning. Pays for itself, pound by pound. Order *Greenzyme* with the same confidence that you order Solvink.

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Siz-In has everything you need for hat blocking—felts, straws or panamas. Gives hats a new-like finish. No stiffness. No shine. There's extra profit for you this summer in Siz-In.

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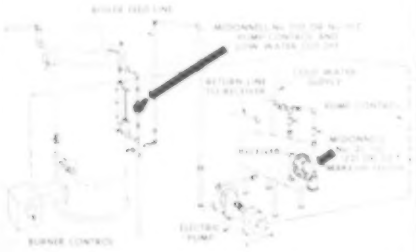
- Note flange forms to fit most openings of existing tanks.

Drawing shows the McDonnell No. 21-121-221-321 used in combination with McDonnell No. 150 or 157 Pump Control. No. 150 or 157 starts and stops feed pump to maintain boiler water level within the close limits which assure best steaming efficiency and fuel economy. McDonnell No. 21 on receiving tank maintains water level in receiving tank for pump to draw on. This is the modern way to do the job. Ask about it.



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If you've struggled with ordinary float switches or make-up feeders, you know how important it is to equip your receiving tank with a make-up feeder that works right *always*.

The McDonnell "21 Series," shown here, sums up the best of all we have learned in making hundreds of thousands of float operated devices. It's a quality control all the way through . . . generously designed, ruggedly built. It has the McDonnell cam-and-roller, straight-thrust stainless steel valve with powerful float action to seat it drip-tight against any water supply pressure up to 150 lbs. per sq. in. The valve is protected by a large strainer mounted on an easily removed plate for quick cleaning. Installed right on the receiving tank, the No. 21 feeds water directly into the tank as shown by the dotted line.

Typical of the care we have taken to assure dependable performance, a provision has been made to hold the float firmly in "down" position during shipment and installation. This is accomplished by a special blocking plug. Inserted in the plug (which you see at the top of the flange) is a brass rod of proper length to hold the float securely in extreme down position until the feeder is installed. When the installation is completed, the blocking plug is removed, and a solid plug (also furnished) is substituted. As a means of preventing injury to working parts during shipment, and therefore assuring good performance, this is a far more important feature than it might appear to be at first thought.

Notice that in the "21 Series" there is a flange available to fit practically every tank opening. All screws and gaskets are furnished right with the feeder to make a quick change-over. The only piping necessary is the ¾" cold water supply connection. If you are now using a float switch to control your feed pump, note the advanced McDonnell method of boiler water level control opposite which utilizes the "21 Series" with the McDonnell No. 150 or No. 157 pump control.

Write for bulletin containing complete details.

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Boiler Water Level Controls

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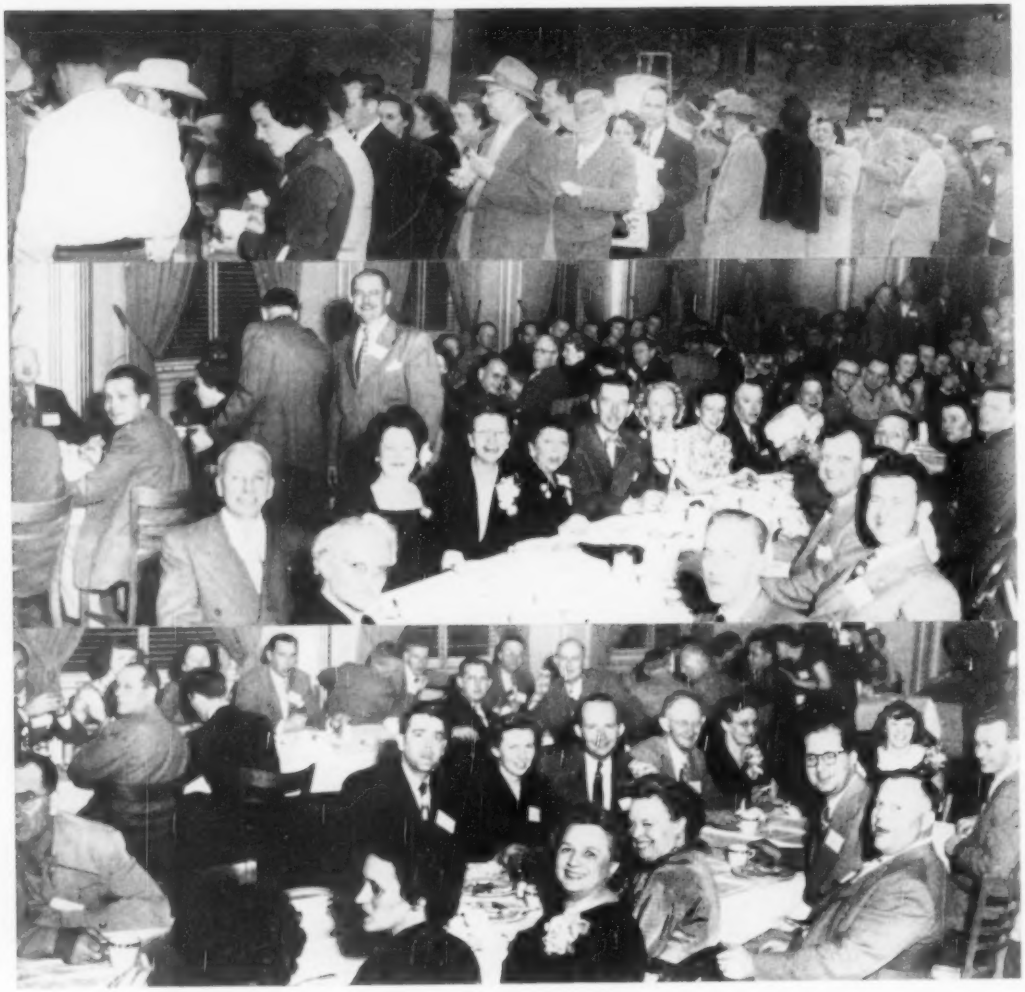

BREAKFAST IN BEND

by WILLIAM R. PALMER

WHEN 150 or more drycleaners, allied tradesmen and their wives turn out the second day of a convention at 7:30 in the morning, that state association really has team spirit, or something. Particularly when they can get your correspondent out to see them do it. Not necessarily the best part of the program but certainly the most memorable was the "buckaroo" breakfast served from a chuck wagon on a nearby ranch while the thermometer hovered around 30 degrees F. Even dainty women gobbled pancakes, eggs, bacon, ham, potatoes, beans and hot, hot coffee.

A receptive, attentive audience that stayed through all sessions of the Oregon State Dry Cleaners Association convention, held May 5 and 6 at Bend, inspired the speakers to put on a good performance, thanks partially to sergeant-at-arms Lee Fullington and his baseball bat. A luncheon was given in honor of the allied tradesmen at which each salesman was introduced by a drycleaner sitting next to him.

The speakers included several making the convention circuit, including Norbert Berg and Clarence Pierce of NICD, G. W. Boyd of Emery Industries, Noel Cooperider of Butler Manufacturing Company, and William Palmer of THE NATIONAL CLEANER & DYER. T. R. Hainline presented Street's sales talk, C. M. Shaw

(Continued on page 112)

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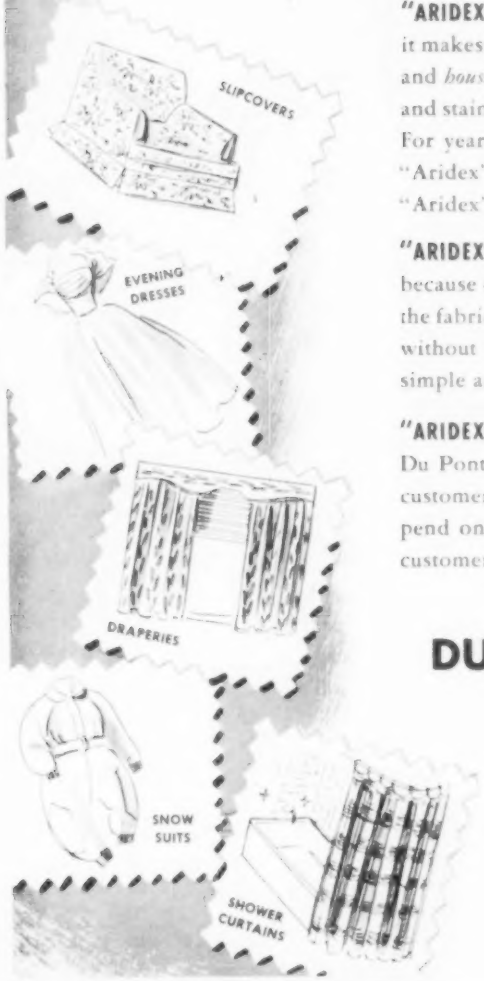

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"ARIDEX" cuts your cleaning costs . . . cuts spotting time because ordinary spots and stains are kept on the surface of the fabric. "Aridex" helps garments hold their shape too . . . without causing objectionable stiffness. And "Aridex" is simple and inexpensive to use.

"ARIDEX" is the *only* renewable water repellent backed by Du Pont research and the Du Pont name . . . a name that customers trust, and a name that *helps you sell.* You can depend on Du Pont "Aridex" for quality repellency . . . and customer satisfaction.

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Yes, 'way back when the industry first started, Stauffer was manufacturing Carbon Tetrachloride of exceptional purity for dry cleaning use.

Stauffer's Carbon Tetrachloride is 99.99% pure, and is always a clear, colorless liquid because it is free from suspended material. Remember, it is the exceptional purity of Stauffer's Carbon Tetrachloride that assures quality, odorless dry cleaning. You can benefit yourself and your customers by specifying Stauffer's Carbon Tetrachloride when ordering from your regular distributor.

Stauffer's Carbon Tetrachloride, 99.99% Pure, is shipped in 55 gallon non-returnable metal drums.

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Faster, Faster, Faster...and BETTER!

Everything You Need for Pre-Spotting

in this great new **Bill Glover**

PRE-SPOTTING BOARD

Now you can do prespotting the best, fastest and surest way with this scientifically designed GLOVER Prespotting Board.

ONLY $175 COMPLETE

AS SHOWN

(Everything you need for Prespotting)

Yes, sir . . . everything you need for fast, sure efficient pre-spotting, at a real saving! Consists of famous Basic (Model G) Spotters' Spotting Machine and Steam Separator. Also included is large capacity Chemical Tray and the new Glover Brush-Type, One Gun Pre-Spotting Dispenser Unit.

CONSTRUCTION

WORKING TOP adjustable in height. Spotting section easily and quickly removed for cleaning by unscrewing knob underneath pan. Spotting top and pan all Stainless Steel construction.

SEPARATOR fitted with new GLOVER *Simplex Spotting Valve* incorporating a hard Stainless Steel Valve seat. It lasts longer. The Seat is replaceable in a matter of a few minutes. It's the easiest of all valves to service. THE SIMPLEX VALVE delivers perfectly controlled wet or dry steam to the Spotting Gun.

To Pre-spot simply press valve button and dispense fluid through the Pre-Spotting Solution through means of separate parts into each side of textiles, ensuring an even flow across the brush face.

ALL GLOVER SPOTTING EXTRAS CAN BE ADDED TO THE PRESPOTTING BOARD

STEAM VACUUM SPOTTING AND TAMPING ARM

Screened nose, built-in vacuum, concentrated area. Automatic on-off controlled vacuum valve. Marble-hard Formica tamping surface. Chrome finish. Price $45.

HOT AIR DRYING ATTACHMENT

Connects to air compressor. Attachment includes separate pressure control valve, air heater, control rod and foot pedal with shaft. Price $35.00

GARMENT BASKET

New design, trough shape. Easy-clean, long-lasting, woven-fibre basket. Complete with height adjustment control. Price $16.00

WATER SPRAY GUN

Includes water spray gun, hose, fittings, support arm and hanger spring. Price $12.00

At any time, you can add one or all of the GLOVER Spotting Extras to this unit, to build a DeLuxe Spotters' Spotting Machine!

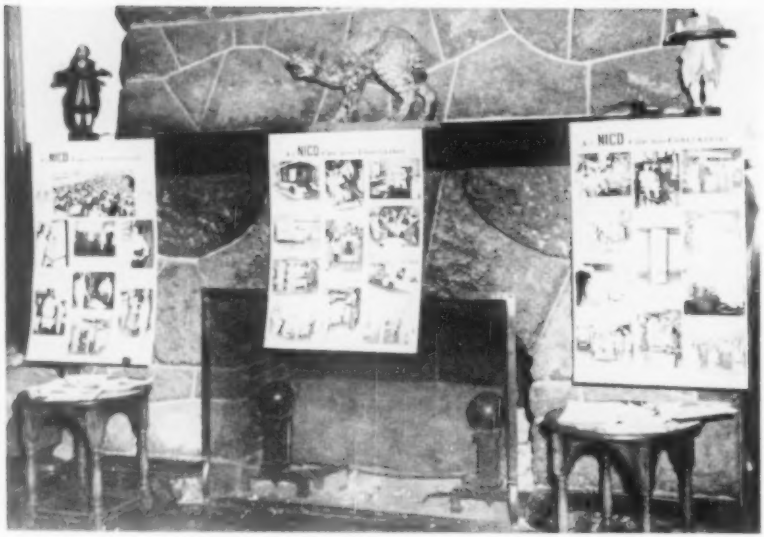
SPECIFY PERFORATED PLATE OR SCREEN COVERED SPOTTING SECTION

Call Your Bill Glover Jobber Today

or write or wire

Bill Glover Incorporated

5204 Truman Road, Kansas City 1, Mo.



Left: Lon Fanold brought back picture impressions of the NICD convention to the stay-at-home drycleaners in his home state

Below: New officers, from left: Lee Fullington, sergeant-at-arms; Ed Siegmund, vice president; Clayton Foreman, president; Jack Stacey, secretary-treasurer of Oregon drycleaners

(Continued from page 108)

of Standard Oil Company described the testing service, there was a talk on the merits of radio advertising, and Rev. J. A. Fogarty, University of Portland, appeared for the third year in succession to discuss salesmanship. Since Mr. Boyd gave his popular talk on sales blueprints and most of the other speakers touched on the subject of selling, the Oregon drycleaners got a heavy but helpful dose of hints on merchandising.

Clayton Foreman was elected president and his home city of Salem will be the site of next year's convention early in May. Ed Siegmund is the new vice president and Jack Stacey the efficient secretary-treasurer. Sergeant-at-arms is Lee Fullington. In addition to the retiring president, Avery Grimsley, the directors are L. J. Cox, J. G. Knight, Ed Holmes, Orville Heddon and Carl Yeoman.

More power to you, fellows. It'll be hard to beat this year's convention! # #

MEETING AT NEW LONDON

by WILLIAM R. PALMER

THE Connecticut drycleaners held their thirteenth annual one-day convention in New London on April 23, with the usual crowded program. A relatively new face appeared in the official family when Maurice Rottner of Hartford was chosen president for the coming year. First, second and third vice presidents are Peter Augelli, Myer Ellovich and Jerome Epstein, while Edward Semer is the secretary-treasurer. The directors, in addition to retiring president Francis Jacopian, are Louis Fabian, Sidney Feldman, Adolph Gelber, Sidney Goldblatt, Sam Greenblatt, Frank Iorio, Mannie Klein, Samuel Nelkin, Maxy Rosen, Harry Shalett, Arthur Stevens and John Pappas.

After a shore dinner Saturday night for those who came early the group convened Sunday to hear Jack Leavitt, "Doc" Lyle and the three "Bills." Representing the National Institute of Rug Cleaning, of which

(Continued on page 116)

New Connecticut officers, left to right: Jerome Epstein, Ed Semer, Maurice Rottner, Myer Ellovich, Francis Jacopian and Peter Augelli

Chemicals you live by

HOW TO REMOVE

elbow grease

We refer to the elbow grease that goes into hand spotting. It's costly, as any hand operation is. DIAMOND Dry Cleaner with built-in spot remover can reduce this expense. We don't make the exaggerated claim that our Dry Cleaner removes *all* spots. But it does greatly reduce the amount of handwork required at the spotting table.

We know from the accounts of many users that you can expect to reduce your overhead and increase your customer satisfaction by using DIAMOND Dry Cleaner with built-in spot remover. If you haven't tried it, why not now and see how much you gain? Order DIAMOND Dry Cleaner from your regular supplier. He can also furnish DIAMOND Carbon Tetrachloride and Perchlorethylene.

DIAMOND DRY CLEANER

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

DIAMOND ALKALI CHEMICALS

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Wanna Bet?

HERE'S A SURE TIP!

"NEW-MATIC" AIR OPERATED DRYCLEANER PRESSES

You're betting on a sure winner when you bet that the New Yorker "New-Matic" is the fastest, smoothest, best-built air-operated utility press on the market. What's more we'll give you complete insurance on New Yorker's simple, safe, approved* operation . . . to make the job easier, faster and better.

Almost like magic, New Yorker Safe Air Operated Presses will convert a slow moving shop to a busy, fast-moving, modern, air-operated plant.

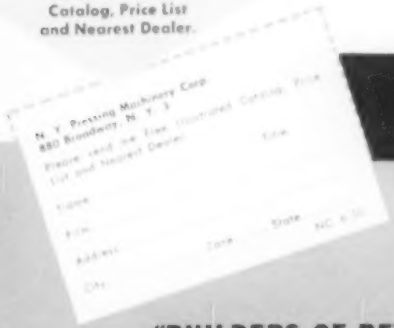
Model A-42

New Yorker Air Operated Presses are available in all of the 300 models used in the Laundry, Drycleaning and Clothing fields.

*Approved by N. Y. State Labor Dept. for Safe Operation.

LEARN ABOUT NEW YORKER'S SAFE "FLOATING POWER" PRESSES

Mail this coupon today for our Illustrated Catalog, Price List and Nearest Dealer.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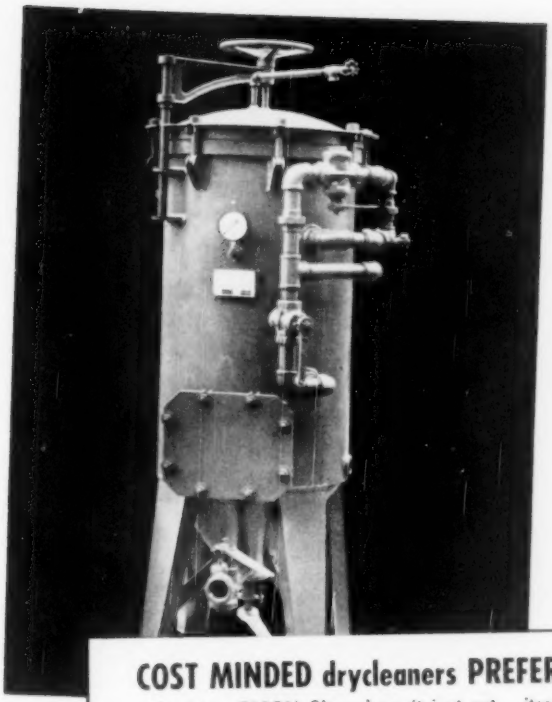


the OLSON FILTER eliminates costly delays!

COST MINDED drycleaners PREFER OLSON...and here's why!

The New OLSON filter doesn't just cut down costly delays . . . it ELIMINATES them! Why shut down to remove bags or wear out screens by scraping them? Today, the New OLSON filter *cleans itself* (and more thoroughly than ever before possible). And, it does it in seconds *instead of* hours . . . thanks to these exclusive features:

CONE TYPE SLUDGE REMOVER, an exclusive Olson feature, makes filter cleaning simpler and quicker, without mess. With the above levers in BACKWASH position, just open the sludge remover valve and out comes the sludge. The scraper knife lever dislodges even the most solid dirt . . . so you know the filter is clean and ready for action — ALL within minutes.

BLIND PROOF, TUBULAR FILTER SCREENS. Olson filter screens are of revolutionary new design. Every opening is exact in size and shape, with NO ridges or crevices to permanently catch dirt or lint. Thus, there's NO blinding that plagues so many older type filters. Too, there's *greater filter surface*, thanks to the exclusive *tubular construction*. ALL flow is UP, and there are NO projections or manifolds for sludge to rest.

CLEAN OUT TIME is down to a minimum.

Just set two controls to backwash position and the sludge is ready to come out . . . without shoveling, without scraping, without even opening the filter itself!

Write today for full information . . . without obligation. Let OLSON Filtration ENGINEERS design the installation for your plant to SAVE YOU MONEY!

OLSON

OLSON FILTRATION ENGINEERS, INC.
The oldest name in Dry Cleaning Filtration
1624 N. KILBOURN DEPT. N-5 CHICAGO 39, ILLINOIS

(Continued from page 112)

he is president. Mr. Leavitt recommended an aggressive sales program with no regard for half measures. Dr. Dorothy Lyle of the NICD discussed the importance of joint customer education on local and state as well as national levels. William B. White of the NICD spoke on finishing and assembly layout. Finally, R. L. Ayers, Jr., of Bill Ayers and Associates, and William R. Palmer, editor of THE NATIONAL CLEANER & DYER, presented a condensation of the NICD alumni's Back-Home Day program of last summer.

The meeting was polished off at the evening's banquet with talks by Harry Shalett and gubernatorial candidate J. C. Shannon, followed by a floor show. After a slow start due partly to poor weather, there was a final attendance of about 200. ▫ ▫

CALIFORNIANS MEET

A REPORT on the five years of operation of the state licensing law drew the greatest interest at the 29th annual convention of the California Drycleaners Association, held May 5-6 at Long Beach. The entire State Board of Dry Cleaners was present, with Harold Scott, its executive secretary, reporting on the status of the controversial minimum price law.

Mr. Scott stated that while there had been no change in the licensing regulations, the minimum price schedules had already been lifted in Los Angeles County and that those in San Francisco and Alameda Counties were being lifted May 8. (According to George Shepherd, executive secretary of the California Drycleaners Association, minimum price regulations have been terminated in areas comprising 75 percent of the state's cleaners.) The board based its action on the fact that since the original establishment of the minimum prices by petition of a majority of the drycleaners affected, the number of licensed persons within the areas had increased and a relatively large number of the original petitioners had withdrawn from the industry. Also, there had been changes in costs and industry practices and the litigation had created hardships for those who had adhered to the price schedules.

The session with the board resulted in a heated dis-

Above: New officers, left to right, Emile Bouchet, Estie Fenn, Frank Shank, George Shepherd. Below: Past president Frank Oliverius with special edition of *Ghost Town News* headlining mock election. Actually, Mr. Shank got votes, Paul Koenig publicity as printer of paper

The Martin

25 POUNDER

All of Martin's advanced methods of:
DRYCLEANING
ENGINEERING AND SERVICE
PRODUCTION AND QUALITY CONTROL
ACCOUNTING AND AUDITING
MARTINIZING SALES PROMOTION AND ADVERTISING
PERSONNEL TRAINING

+ = **"MARTINIZING"**
MORE THAN DRYCLEANING

● The MODEL 25-0 fully automatic machine shown above is the latest *Martin* development. It features a reversing, open end, no partition drum which permits easy loading and eliminates weighing and dividing of loads.

Other features are:

AUTOMATIC – Labor saving and guaranteed high quality cleaning.
QUICK RECLAIMING AND DRYING – Short cycle.
COMPACT – Only 16 sq. ft. of floor space required.
UP TO 75 LBS. PER HOUR – Greater capacity.
DETERGENT AND EMULSION DISPENSER – Minimized spotting and wet cleaning.
PATENTED VIBRATION CONTROL – No Special foundation required.

NO FIRE HAZARD • Lower insurance rates.
NO SPECIAL BUILDINGS OR LOCATIONS • Most localities now permit installations in business zones.
NO TANGLING OF GARMENTS • Reversing action of drum eliminates tangling common with open pocket drums.

Martin EQUIPMENT CORPORATION,
789 KERTEL AVENUE, BUFFALO 7, NEW YORK

Send for Booklet
"WHY MARTINIZING IS MORE THAN DRYCLEANING"

cussion from the floor. However, most of the questions put to the board were answered to the apparent satisfaction of the majority of those present.

Another noteworthy feature of the program was the substitution of an "Idea Exchange" for the usual panel discussion. With Otto Petri of Long Beach acting as ideas chairman, and five cleaners and one allied tradesman as idea prompters and moderators, about a score of business builders, plant shortcuts and gadget ideas were presented by members and discussed. The stimulating session received the unanimous endorsement of the cleaners present.

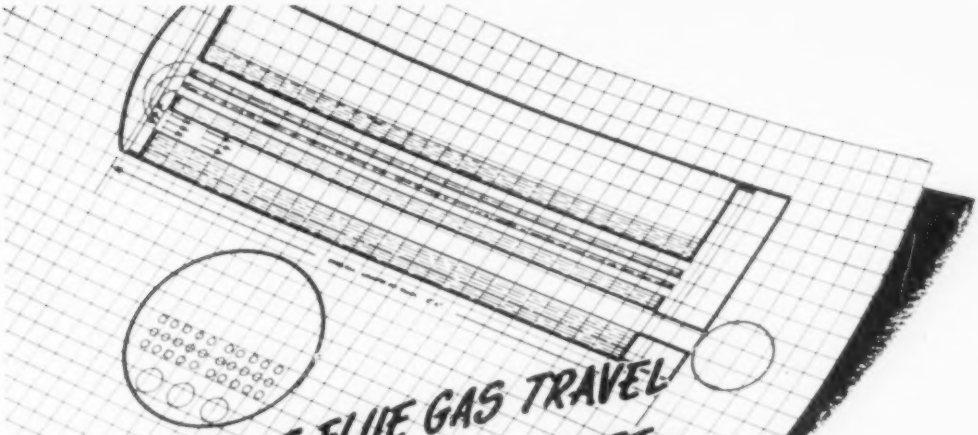
Below, standing, left to right: Directors Herman Mathis, Harry Hicks, Edwin Johnson, Jack Kelly; seated, E. H. Satchell, Max Koren, J. W. Scott, Clay Lewis. Bottom, standing: Myrrel Baker, Henry Brandt, Mario Duino, Don Wise; seated, G. F. Featherman, Robert Hutchins, G. Lobdell

The remainder of the program included talks by Paul Jacobson of Wallerstein Company on spotting problems, and by Norbert Berg, managing executive of the National Institute of Cleaning and Dyeing, on management. Selling was discussed from different angles by G. W. Boyd of Emery Industries; by B. D. Baxstresse of R. B. Street & Company, Inc., and by Ray Waltz of U. S. Hoffman Machinery Corporation, who included an account of the Spokane trade school management course for cleaning plant executives and foremen. In discussing the value of automatic sprinklers, Richard T. Hamel, senior deputy fire marshal, stated that in California a sprinkler system will save enough on fire insurance premiums to more than pay for its installation and cost in 48 months.

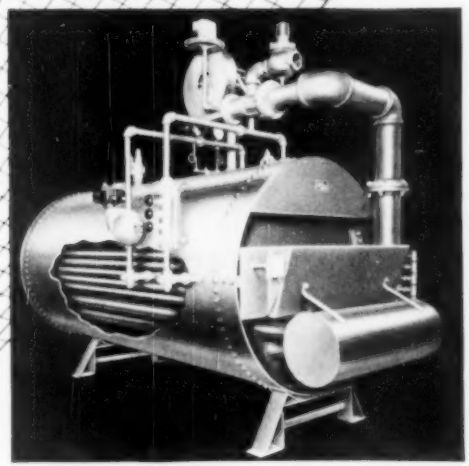
The following officers were elected for the coming year: Frank Shank, San Jose, president; Estle Fenn, Santa Barbara, first vice president, and Emile Bouchet, Oakland, second vice president.

The association chose 18 new directors: Will Breitbard, San Diego; Paul Boyd, Riverside; Jack Friedman, San Francisco; Walter Goree, Santa Rosa; Harry Hicks, Kingsburg; Edwin Johnson, Santa Maria; Jack Kelly, North Hollywood; Mervyn Kerrick, Santa Cruz; Max Koren, San Bernardino; Clay Lewis, San Diego; Paul Marsh, El Centro; Herman Mathis, Berkeley; George Meyers, Los Angeles; Clarence Minor, Oakland; George Roberts, Eureka; E. H. Satchell, Los Angeles; J. W. Scott, Riverside, and Emile Thomas, San Francisco. The 10 holdover directors are: Myrrel Baker, Pomona; John Borasi, Stockton; Henry Brandt, Bakersfield; Mario Duino, San Jose; G. F. Featherman, Long Beach; Robert Hutchins, Fillmore; Casper Kolb, Sacramento; George Lobdell, Chico; C. J. Watters, San Pedro, and Don Wise, Los Angeles.

As always at California conventions, entertainment was tops, with receptions and luncheons for the ladies, trips to Catalina Island, an evening dinner and barbecue, and the annual banquet and entertainment. ☆ ☆



THE AVERAGE FLUE GAS TRAVEL IN A SELLERS IS 15 FEET— JUST IMAGINE THE HEIGHT REQUIRED IN A VERTICAL BOILER TO EQUAL IT.



● This long, slow flue gas travel, below the firing tubes, insures maximum utilization of all the exhaust heat. And, remember, the firing tubes are completely submerged. Heat can't go anywhere but into the water. Result . . . no heat loss.

That's just one of the reasons why more and more laundries and dry cleaning establishments are insisting on Sellers Immersion Steam Boilers. Our Bulletin No. 1206-C gives full details about the 12 sizes available. Write today.

Sellers

IMMERSION STEAM BOILERS

SELLERS ENGINEERING CO.

4876 N. Clark St., Chicago 40, Illinois

Blast Heaters • Immersion Automatic Water Heaters • Air Heaters • Combustion Units • Industrial Gas Burners • Immersion Tank Heaters • Vertical Steam Boilers • Gas Combustion Equipment.

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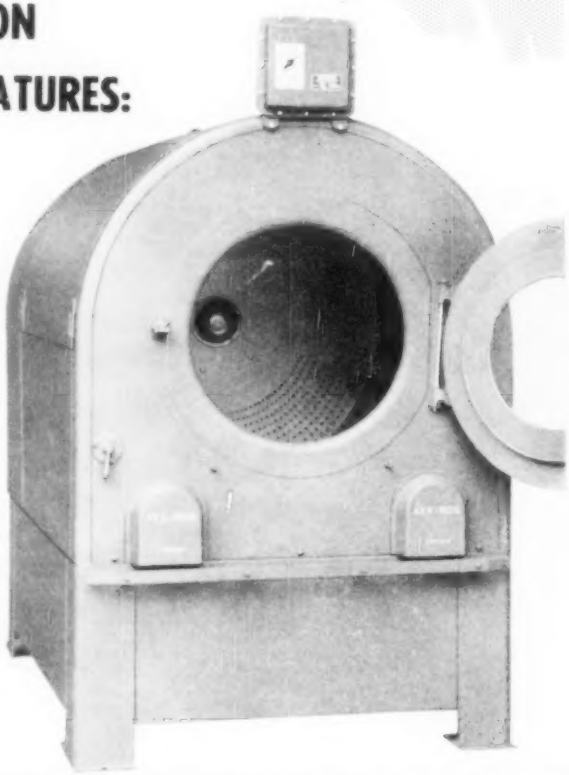
AYR-MOR *brings you the first improvements in* TUMBLERS *in 20 years*

NEW

PATENTED DRYING ACTION HAS THESE MODERN FEATURES:

- More volume with less heat.
- Heated air must pass through clothes.
- No by-pass—utilizes 100% of heated air.
- Up to 70 lower stack temperature.
- Full floating basket—no overhang.
- Protection against fabric shrinkage.
- Heavy insulated cabinet.
- Motor, fan, bearings on outside.
- Noiseless, no gears or chains.
- Positive heat controls save steam and time.
- Automatic timer is standard equipment.
- Available in 40, 60 and 100 lb. load capacities.
- Reversing mechanism available.



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Mrs. Mulligan was in a stew!

And I was in the soup!

She'd just had a rough time with Mr. M. because he'd found a double crease in his Sunday suit—fresh from the dry-cleaner . . . which is me.

I apologized to Mrs. Mulligan. Told her we'd do it over right away, and explained how once in a while even the best presser can start from the wrong pleat.

Then I asked her how she liked the cleaning job. She said she really didn't have a chance to notice. And that's when I managed to score a few good points.

I told Mrs. Mulligan how we use Du Pont "Ovalclene" detergent for everything we clean. I showed her how "Ovalclene" had brought out the brightness in her husband's suit, and the nice feel it had given the fabric.

Mrs. Mulligan cooled off when I began to talk. She even spoke up and said she'd never worry about our cleaning work as long as she knew we used Du Pont products.

I guess she passed the word on to her husband, too. Because lately I've noticed we're cleaning some new suits for Mr. Mulligan.

Use Du Pont "Ovalclene" *in synthetic or petroleum units. And for a synthetic solvent that's safe to use, try nonflammable Du Pont "Perclene" perchlorethylene. Both products are fully backed by Du Pont research laboratories plus the practical advice and assistance of experienced Du Pont technical representatives. For complete information write to E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Department, Wilmington 98, Delaware.*

DU PONT

"OVALCLENE" . .	dry cleaning detergent
"PERCLENE" . .	perchlorethylene solvent

DU PONT

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

When writing to advertisers please mention The NATIONAL CLEANER & DYER

left to right: R. Preston Bunn, Emil F. Hilker and R. C. Drew, vice presidents; C. W. Grimes, sergeant-at-arms; T. E. Milholland, president NICD; Henry Benoit, Four-State secretary-treasurer; Charles Stork, president; Frank Prather, retiring president

FOUR-STATERS IN FLORIDA

THE many attractions of Hollywood, Florida, vied with the business program for the attention of approximately 230 delegates to the 43rd annual convention of the Laundry and Cleaning Association of the Carolinas, Georgia and Florida, held April 16-19 at the Hollywood Beach Hotel.

After the officers' reports, the first morning's session was turned over to two representatives of the National Institute of Cleaning and Dyeing. President T. E. Milholland gave his talk on "Sound Thinking," and Dr. Dorothy S. Lyle spoke on "Customer Relations." The next morning the American Institute of Laundering was represented by Edward S. Spanke, manager of the publicity and editorial department, who discussed "Getting the Public on Your Side." The final talk of the session, on "Your Unlimited Sales Opportunity," was given by Raymond Anthony, assistant sales manager of the American Laundry Machinery Company.

The technical speaker on the final day's program was E. T. Attade of Colgate-Palmolive-Peet, who spoke on "Balanced Detergency in Soap-Alkali Washing Systems." Substituting for Noel Grady of G. H. Bishop Company, who was unable to attend, J. B. Turner, general manager of the Orange State Oil Company (Cities Service) of Miami, gave an excellent talk on "Thinking," the keynote of the meeting.

Charles Stork of Columbia, S. C., was chosen president to succeed Frank Prather of Fort Myers, Fla. Vice presidents, who are the presidents of the four state associations, are Emil F. Hilker of Raleigh, N. C.; Bob Robinson of Columbia, S. C., Preston Bunn, Griffin, Ga., and R. C. Drew, Miami, Fla. C. W. Grimes of Charlotte remains as sergeant-at-arms. Continuing as secretary-treasurer is Henry B. Benoit of Charlotte, N. C., who is also NICD representative (District 3). Sam A. Wix of Atlanta, Ga., is AIL representative (District 1).

With only the mornings devoted to business sessions, afternoons were free for such extracurricular activities as swimming, sunning, fishing, tennis and a golf tournament, with evening entertainment well taken care of with a president's reception and dance, a bingo party, and the annual banquet and floor show. # #

CONVENTION AT CLARKSBURG

MEMBERS of the West Virginia Launderers and Dry Cleaners Association meeting at Clarksburg April 27-29 chose Claybert C. White of H. & W. Cleaners, Welch, to succeed Elmer D. Lake of Huntington as president for the coming year. L. L. Martino of Sanitary Laundry and Dry Cleaners, Clarksburg, was elected vice president, and Bill Hendricks, Unique Cleaners, Bluefield, secretary-treasurer.

The first day's business session, launched with a showing of the AIL film "Time for Living," included talks by C. R. Needham of Procter & Gamble, who emphasized the need for better salesmanship, and Dr. Joseph B. Quig of Du Pont's research laboratories, who promised a new fabric, still a company secret, which will be more durable than either nylon or orlon. The afternoon session wound up with a panel of association members answering questions of four women guests—a housewife, a department store buyer, a high-school home economics teacher and a member of the West Virginia Wesleyan College faculty.

The featured speaker at the Saturday session was Fred McBrien of Philadelphia, president of the American Institute of Laundering, who reported a decline

New West Virginia officers, left to right: L. L. Martino, vice president, C. C. White, president, and Bill Hendricks, secretary-treasurer

in business since the peak year of 1947. Mr. McBrien enlarged on the AIL's slogan for 1950, "The Salesman's Year."

In the event of another war, cleaning and laundering requirements for the armed services will be about the same as in World War II, it was stated by Col. Thomas M. Duff of the Army Quartermaster Reserve Corps.

The 43rd annual convention opened with a golf tournament and ended with a gala dinner and dance. # #

HOW TO SAVE $20,000

On An $11,000 Investment

HOW TO SAVE $4,000

On A $7,500 Investment

These are actual Case History Savings

HOW MUCH CAN YOU SAVE

By Installing a STEAM-PAK GENERATOR

YORK SHIPLEY POWER

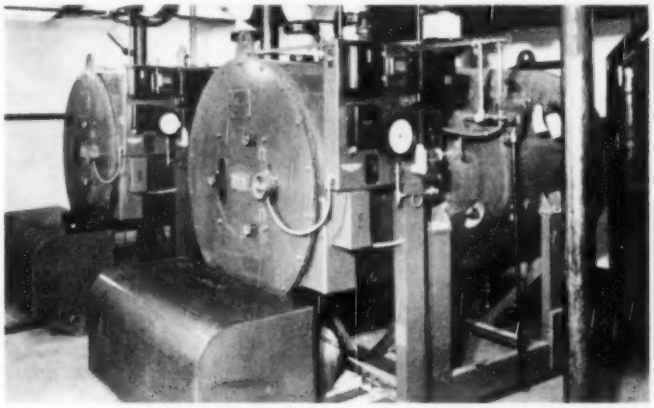
SAVE ON FUEL — with oil, gas or combination firing

SAVE ON LABOR — with a completely automatic unit

Steam-Pak Generators, similar to the one illustrated at the right have incorporated in them many exclusive features which produce automatic and highly efficient operation in producing steam.

Substantial savings result from Steam-Pak efficient 3-pass boiler construction, automatic operation with varying loads, rapid steam production and many others including . . .

IRIS SHUTTER, the patented precise metering device which produces an even flame with practically perfect control of burner air. The correct volume of air is metered to match the firing rate. Air-oil adjustment is accurately synchronized through the entire burner firing range.



Steam-Pak Generators are built in capacities from 15 H.P. up, for low or high pressure steam or hot water, for light or heavy oil, combination gas and oil or straight gas.

Can you save money with a Steam-Pak? There is one way to find out . . . ask a qualified heating Engineer. Your York-Shipley Distributors are thoroughly qualified to analyze your problem and determine savings. See your nearest York-Shipley Distributor, or write, wire or 'phone.

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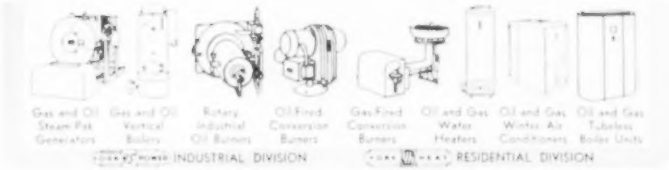

Write for Case Histories on how others save money

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LIKE June and Gemini*

*According to astrology, the ancient "science of the stars", those born between May 21 and June 20 fall under the influence of Gemini, symbolized by the twins, Castor and Pollux.

Stod-Sol
and
Stod-Sol TEST BUNDLE SERVICE

... they go together

BIRTHDAY GREETINGS to DRYCLEANERS BORN in June

You Gemini-born have driving ambition and must be constantly busy to stay happy. And you'll be a happily busy drycleaner when you use STOD-SOL, the truly superior solvent, because the increased quality and quantity of your production will help keep your customer list growing. For special drycleaning problems, use STOD-SOL'S famous "Test Bundle" Service. Ask your nearest STOD-SOL distributor for details.

ANDERSON-PRICHARD
INDUSTRIAL NAPHTHAS

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS REFINERS

OKLAHOMA CITY, OKLA.

BRANCHES IN ALL PRINCIPAL CITIES

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NEWS NOTES *in the trade*

1912 Model Wins Hoffman Contest

OFFICIALS of U. S. Hoffman Machinery Corp., New York, N. Y., were amazed at the number of old-time presses, a total of 868, entered in its contest for the oldest Hoffman press still in active service.

Winner of the $500 first prize was Mrs. Ida Moore, owner of The Press Shop in Deadwood, S. D., for her entry of a Model AA machine bought in 1911. Mrs. Moore conducts a combination pressing and ladies' tailor business and was pressing at the machine when notified of the award.

Mrs. Ida L. Moore, owner of prize-winning 1912 vintage U. S. Hoffman press, is congratulated by George E. Bowdoin, executive vice president

Considerable coaxing on the part of E. C. Carlson, Minneapolis representative for Hoffman, finally persuaded Mrs. Moore to part with the press, which she had affectionately named "Sara." She accompanied the press to Chicago as a guest of Hoffman at the recent NICD convention. Before taking delivery of a new 38" Hoffman machine, Mrs. Moore wrote on the back of the old press, "My Sara, gone but not forgotten."

Second and third prizes of $100 each went to owners of two other Model AA machines of later serial number. Fourth and fifth $100 awards were paid to owners of two Model 3A presses built in 1913.

International Joins Safety Campaign

THE nearly 5,000 International truck dealers and branches throughout the United States have joined the National Vehicle Safety campaign to "safety check" the mechanical condition of vehicles for the summer traffic season, W. K. Perkins, general sales manager of the motor truck division of International Harvester Company, has stated.

"Truck users know that a truck in tiptop mechanical condition is not only safer, but is more efficiently and more economically operated," Mr. Perkins said.

The dealers and branches are offering a "safety service special" check for trucks in their areas in conjunction with the campaign, sponsored by the Inter-Industry Highway Safety Committee of the Automobile Manufacturers' Association, the National Automobile Dealers' Association and the Rubber Manufacturers' Association.

The specially priced "safety special" includes checking and adjusting of brakes; steering check, with linkage inspection, front wheel bearing adjustment and toe-in correction; focusing of headlights and inspection of other lamps, signaling devices and windshield wipers, and lubrication of chassis plus inspection of elements such as springs, propellor shaft, exhaust system and tires.

International Harvester Company has devised extensive advertising and promotional material for its dealers and branches, and is urging its dealers to promote the "safety check" campaign through local safety tie-ups.

Street Promotes Formal Wear

A CAMPAIGN to encourage the wearing of formal clothes by both men and women has been launched by R. R. Street & Co., Inc., Chicago, Ill. A nationwide survey by the company disclosed that formal wear is about the most profitable item that the average drycleaner handles. Charges on ladies' formal dresses range from $2.50 to as high as $75, and prices for men's dinner suits are about 50 percent higher than those for business suits, with little if any extra processing cost. The survey also showed that most formal attire is drycleaned after one wearing.

Street field staff at NICD banquet sets example in formal-wear campaign

Based on the survey, Street concluded that drycleaning business and profits would automatically increase if the American public could be encouraged to wear formal clothes more frequently. Since most fashion trends are started by the example of an individual or group of individuals, Street reasoned that the logical group to start a trend toward more frequent formal wear should be the members of the drycleaning industry.

To "start the ball rolling," the company's 30-man field staff dressed formally for the banquet at this year's NICD convention. In addition, Street field tech-

"Try me... you'll see the difference."

Yes, you'll notice how YellowGo will remove a fugitive dye from an original without injury to the original. You will notice how YellowGo's action can be controlled, because it works in cold water.

YellowGo does not bleach fabric, therefore, it doesn't make off-whites whiter. It does not lighten or streak gabardine. It does not create sulphuric acid under heat. It does no noticeable harm to even the sheerest fabric. It has no obnoxious odor while stripping. It is economical and easy to apply.

YellowGo does not harshen the feel of wool. These are some of the reasons why so many cleaners and laundrymen everywhere rely upon YellowGo for their stripping.

—Ask Your Jobber—

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE., KEARNY, N. J.

nicians have been urged to wear formal attire at all optional social functions in their home territories.

The company is convinced that the movement would grow rapidly if all members of the industry, including allied tradesmen, plantowners and employees, would start wearing formal attire whenever possible.

Gadget Premium

THE Arrow Manufacturing Co., 5850 Forsyth, Detroit 2, Mich., has introduced a scraping and cutting gadget which it suggests for use as a premium, to be imprinted with the drycleaner's name. The 2-Way Scraper and Cutter consists of a single-edge razor blade that can be swung open on its plastic holder, which also serves as a windshield scraper. The gadget is adaptable for jobs where a razor blade is generally used, such as ripping seams, cutting string, scraping paint, etc.

Time Savers Appoints Cole

TIME SAVERS, INC., Montclair, N. J., has announced the appointment of Arthur B. Cole to its distributor sales department. His duties will include visits to the company's distributors throughout the country, keeping them abreast of the latest product development and assisting them in promotion work.

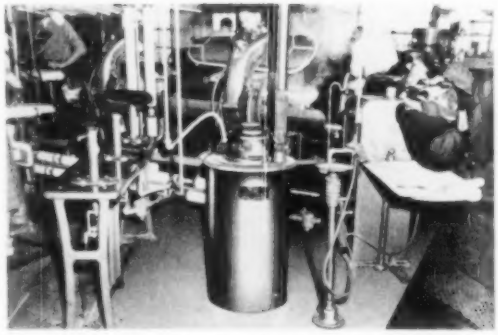
Mr. Cole is a graduate of Union College, Schenectady, with a degree in economics. He was previously employed as a junior executive in the production control department of the Consolidated Laundry Corporation of New York and New Jersey.

New Unit Type Dryset

A NEW unit type Dryset, Model #6, with a capacity up to six garment presses, has been announced by the Blower Division of Lamson Corporation, Syracuse, N. Y.

With this new Model #6 the owner of one or more presses up to six can attain increased production and improved quality at lower fuel costs, the manufacturer claims. Like the larger Dryset units, it creates a strong vacuum or suction at the lower back by means of an electrically driven exhauster. A powerful current of dry air is drawn through the garment at high velocity, leaving it dry, smooth and set, the announcement states.

The new Model #6, which measures only 20½



Installation of new Unit Type Dryset Model #6

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inches in diameter and 3 feet 8 inches in height, is equipped with a 1 h.p. electric motor with manual starter, 110-220 volt, single phase, 60 cycle, or 220-440 volt, 60 cycle, 3 phase.

Mercury "Fastest Air Movement" Tumblers

MERCURY Cleaning Systems, Inc., 549 W. Washington Blvd., Chicago, Ill., has announced that it now has three tumblers in its line which have a 1000-1200 c.f.m. air movement for safer, faster drying. This increased air movement gives 50 complete air changes a minute and is made possible by a larger fan and a $^{3}/_{4}$ h.p. motor.

Mercury 140F solvent tumbler is used with any 140F petroleum unit

The Stoddard solvent tumbler has a full 21-inch-diameter explosion hatch and meets all N. B.-F.U. safety requirements, the company states. In addition, there is a choice of six temperature ranges to control shrinkage.

Mercury's U. L. listed tumbler for 140F petroleum solvent is the same tumbler that comes with the latest Mercury unit and can be used with any 140F petroleum cleaning plant. It, too, has a choice of six temperature ranges.

The laundry tumbler is the same general design as the drycleaning tumblers. The 1000 c.f.m. air movement provides faster, fluffier drying, with a minimum lint accumulation, Mercury claims. A quick-action door switch speeds up loading and unloading time.

Dodge Advises on Summer Oil

ACCORDING to a recent announcement by B. B. Settle, director of service, Dodge Division, Chrysler Corporation, instruction books for the current 1950 Dodge models recommend SAE 30 grade oil for the temperature range of above 32 degrees F. instead of the previously recommended SAE 20 or 20-W oil for this range.

Engineering tests have shown, Mr. Settle stated, that the heavier bodied oils in the SAE grade are more effective in summer temperatures, and provide many advantages that more than make up for the higher gasoline economy when lighter oils are used. Mr. Settle also recommends the summer use of SAE 30 oil for earlier Dodge models.

New Floor Resurfacer

THE Monroe Company has announced that its new improved Armor Floor Resurfacer has been proven to be four times stronger than ordinary concrete, according to impartial laboratory tests. According to the announcement, a combination of constant dampness and acids has been found to have no effect on an Armor floor.

Armor bonds to old concrete floors and can be laid as thin as a half inch over the present base. The com-

NOW! READY for FUR cleaning PROFITS

... 2 NEW improved RELIABLE machines!

● LUSTERETTE (7 lbs.) ... the truly portable

FUR IRONING MACHINE . . . *needs no overhead trolleys, tracks, flexible shafts or heavy motors*

● LUSTRE-MATIC (900 lbs.)

for mass production FUR Glazing and Electrifying

- Easier and Safer to Use
- Low-Cost in Operation
- Speedier in Action

●

RELIABLE FUR STORAGE EQUIP. CO.
Division of
RELIABLE MACHINE WORKS, Inc.
230-240 EAGLE STREET
Brooklyn 22, N. Y.

● We want MORE DATA about . . .

☐ The Portable LUSTERETTE FUR IRONING Machine

☐ The NEW LUSTRE-MATIC for FUR Glazing & Electrifying

NAME

ADDRESS

☐ WE ARE ALSO INTERESTED IN FUR STORAGE

When writing to advertisers please mention The NATIONAL CLEANER & DYER

DARCO Is Death to Fatty Acids!

. . . and the key to quality dry cleaning

Blue Label Darco gets rid of the cause of odors by killing off fatty acids and trapping all types of residues that foul your cleaning solvent.

When you use Darco in your filter *regularly*, you get sweet-smelling, *quality* dry cleaning every time. And you eliminate the need of special "sweeteners." What's more, by eliminating trouble-making impurities from your solvent, Darco improves the performance of your washer, still, filter, and tumbler.

Darco is easy to use! After precoating, just put Blue Label DARCO in your washer or trap . . . recirculate solvent until clear and put in your first load of work.

See your Darco distributor *now!* And write for "Handbook of Solvent Recovery."

DARCO

DARCO—REG. U. S. PAT. OFF.

DARCO CORPORATION

60 East 42nd Street, New York 17, N. Y.

pany further states that it will not shrink or break its bond, that it sets up overnight and can be used within 24 hours or less if necessary.

Illustrative circulars are available. Inquiries with information about individual floor problems may be addressed to The Monroe Company, Inc., Dept. 2-4, 10703 Quebec Ave., Cleveland 6, Ohio.

Riverside Introduces New Hydrol

RIVERSIDE Manufacturing Company, St. Louis, Mo., has announced full production on its New Hydrol. The prespotter is now concentrated, and the company recommends 1 quart of the product in 6 quarts of solvent for spraying after prespotting with steam or water. According to the manufacturer, drying before running in the washer is not necessary.

It is also claimed that New Hydrol is equally adaptable in regular prespotting, using a mixture of 1 quart New Hydrol, 2 quarts of solvent and 1½ quarts of water. The product is recommended, also, for machine cleaning of reversibles, raincoats, pants and other washables, to cut wetcleaning to a minimum.

Olson Features Sludge Remover

THE new Olson filter announced by Olson Filtration Engineers features the conical type sludge remover pictured here. Inside the cone, where backwashing the new type screens forces the sludge and dirt, scraping knives revolve to loosen all dirt that collects.

To clean the filter, the operator has only to backwash the filter screens and open the valve at the bottom of this filter cone. Rotating the knives while sludge is coming out will assure that even the hardest caked sludge and mud will come out easily, Olson states.

Full details of this and other features of the new Olson filter may be obtained by writing to Olson Filtration Engineers, Inc., 1624 N. Kilbourn, Chicago, Ill.

Multi-Clean Sales-Aid Folder

A NEW folder containing samples of selling helps has just been released by Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn. The samples include twocolor direct-mail folders and cards with cartoon type illustrations and sales messages, with space provided for the cleaner's name, address and telephone number. The folder also contains samples of

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newspaper ads which are furnished in mat form for use by the cleaner in his local newspaper.

According to Multi-Clean, their sales aids are the result of careful research and testing in actual markets, and provide the user with a complete advertising program to help the cleaner build sales in his rug and upholstery cleaning department or to help the exclusive rug, carpet and upholstery cleaner develop new business.

The folder of sample sales aids may be obtained without charge by writing to Multi-Clean.

Sanitone Promotes Lamb

CHARLES R. LAMB

CHARLES R. LAMB, senior engineer with the Sanitone Division of Emery Industries, Inc., Cincinnati, Ohio, has been appointed district manager, the company has announced. In his new post he will supervise activities of all Sanitone engineers operating in the Midwest, the announcement stated.

Mr. Lamb, a graduate of the University of Cincinnati, joined Sanitone in 1945 as a junior engineer. Previously he had been associated with the Cincinnati Gas and Electric Company.

New Fur Cleaning Process

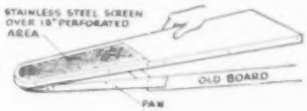
A SIMPLIFIED process for cleaning furs and linings has been introduced by Dubay Laboratories. According to the manufacturer, the process does not require a trained furrier and makes possible three-hour service on fur cleaning. The equipment needed to clean all types of furs by the Dumite process consists of a broad table top, wire comb, one Dumite Dispenser, liquite Dumite Cleaner and a cleaning brush.

The company claims that mouton and Persian lamb furs can be cleaned by this process without the use of sawdust, and that therefore it is unnecessary to open or close linings.

A folder describing the Dumite process may be obtained by writing Dubay Laboratories, Washburn Park P. O. No. 1365, Minneapolis 19, Minn.

Prespotting Nose by Newhouse

IN line with the growing trend toward adoption of the prespotting idea, the Newhouse Company of Glendale, Calif., is producing in quantity a stainless steel spotting nose that attaches to the spotting board.



The "Pre-Spotting Nose" has an 18-inch perforated area which is covered by a stainless steel screen. The over-all length of the Nose is 44 inches.

Any 2-inch-thick board 12½ inches wide and 36 inches long can be cut down and shaped to fit this

Looking for Lower Costs?

In Many Plants they have Found the Answer

PRODUCTION GOES UP ... with AND COSTS COME DOWN

for 140 F Solvent

Majestic

The Modern Dry Cleaning Unit

And Here's Why . . .

It incorporates the EXCLUSIVE PURISOL SYSTEM, an arrangement whereby dirty solvent is sent from the washer directly to the filter. The main storage tank therefore is kept clean and free from fatty acid forming impurities. Your solvent never has to be dumped. A definite saving in filter powder is a result of sending it directly to the filter from the washer instead of being added to the storage tank where a portion of it will settle and never reach the filter. A beautiful cleaning job is also the result of the rinse action of the Purisol System. A "shower" of clean solvent sprays on the garments during the rinse cycle. Solvent does not rise from the bottom and overflow as in so many systems.

LOW PRICED *Engineered for Production* READY TO WORK

For further information contact your jobber or write direct to

INDIANA MANUFACTURING CO., INC. **1900 East Main St., New Albany, Ind.**

JOBBER INQUIRIES SOLICITED

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PRECISION BUILT...
Over 8,000 Machines in Use!

NATIONAL
LEVER PRINCIPLE HAND MARKING MACHINE

THREE STYLES
6, 8 or 10 character

THREE TYPE SIZES
12, 15 or 18 point

Metal type, under pressure, comes in direct contact with the goods . . . the *only* means that insures clear, permanent, legible marks on rough surfaced goods like bath towels.

Automatic type aligning device — insures clear, straight marks.

Ink pad covered except when inking type—prevents ink drying out.

Indicator strips on both sides of each typesetting lever—assure speed and accuracy.

Precision parts made of carbon steel, high strength gray iron, bronze, brass and special alloy steel—assure trouble-free operation, longer, more economical service.

THE NATIONAL MARKING MACHINE CO.
4026 Cherry St. Cincinnati 23, Ohio

• ***NO OTHER MACHINE** has all these features!*
***Call your NATIONAL** distributor.*

SPECIALISTS IN BUNDLE AND GARMENT IDENTIFICATION AND OPERATING SYSTEMS

Spotting Nose, according to E. J. Newhouse. When completed, it measures 54 inches over-all.

The Spotting Nose comes with a handy chemical tray.

Summer Use of Water Spray Gun

WITH the advent of warm weather, a considerable increase in demand for water spray guns has been reported by the Dryco Corporation, Chicago, Ill. According to Norman Smith of Dryco, as the temperature goes up the work load goes up and more moisture is required for finishing operations.

According to Mr. Smith, the Dryco E-Z Squeeze Water Spray Gun has proved particularly suitable for hot weather moisturizing. Operation of the gun, he stated, is simple and fast; the operator merely reaches and squeezes, and measured spray is instantly applied to the desired area. As the trigger extends along the entire side of the gun, the spray is activated merely by squeezing the hand. The volume of spray can be adjusted and compressed air is not required. The gun hangs spray end down, suspended by a coiled spring which automatically pulls it up out of the way when not in use, ready for the next operation.

Many plants, Mr. Smith states, have reported high production increases in their finishing departments after installing Dryco E-Z Squeeze Spray Guns, particularly in hot weather.

50 Years with American

THE American Laundry Machinery Company, Cincinnati, Ohio, recently honored another of its employees upon his completion of half a century with the company.

At the anniversary celebration, held March 6 at the company's Chicago plant, John A. Klank was presented with a handsome gold wristwatch and a jeweled 50-year service pin by Max E. Lehmann, Chi-

J. A. Klank (left) receives watch from M. E. Lehmann, Chicago factory manager, in recognition of 50 years with American Laundry Machinery

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cago factory manager, in recognition of Mr. Klank's long and faithful service. Mr. Klank now joins the ranks of 17 other employees who have been with the company 50 years or more.

Sells 100th Mercury Unit

ALBERT KECK

ALBERT KECK, a retired drycleaner, has been turning his spare time into cash. Recently he sold his 100th Mercury drycleaning unit to Fitch's Laundry, La-Salle, Ill., according to Norbert Hackett, president of Mercury Cleaning Systems, Inc., 540 W. Washington Blvd., Chicago.

Keck's 100 sales have all been made in the northern Illinois area, exclusive of Chicago, and several of them include double installations of the Mercury unit.

Crossland Launches Water Repellent

A NEW water repellent process, named "Weatherize," has been announced by the Crossland Manufacturing Company, Inc., Toledo, Ohio, manufacturer of Ya-De mothproof and flameproof products. According to Hugh J. Crossland, president of the company, one of the special advantages of Weatherize is the fact that it may be mixed with any type of solvent at room temperature.

While the product has just been made available, Mr. Crossland stated that it has been tested by more than 125 cleaners throughout the country. Three years were spent in developing the product in the company's own laboratories and with the cooperation of the Anthony Wayne Research Foundation.

Mr. Crossland also pointed out that water repellent service can be sold not only on the basis of restoring water repellent qualities to sportswear but on the grounds that it imparts a stainproof quality to most fabrics and will reduce the amount of lint adhering to such fabrics as blue serge.

Insulated Gas-Tight Door

THE Jamison Cold Storage Door Co., Hagerstown, Md., has announced an insulated door with a gas-tight, vapor-tight seal. It is expected that the door will be useful in processing industries where operations using or generating gases, vapors, steam or smoke necessitate a durable, trouble-free seal.

Due to its high-temperature insulation, the door is said to be suitable for infrared and other high-temperature drying rooms. An exceptionally large opening makes it possible to run trucks or racks of drying material through the door.

The manufacturer claims that the leakproof efficiency of the door is due to several exclusive features.

"WE GET THE MOST OUT OF OUR BIG MACHINE INVESTMENT"

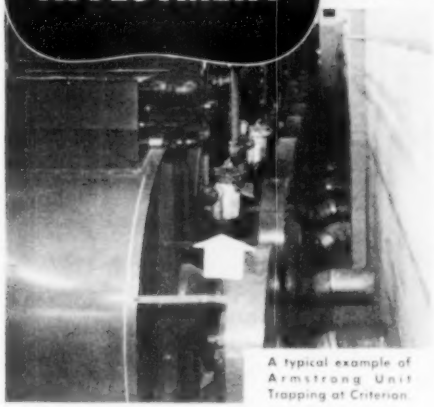
"An ARMSTRONG STEAM TRAP on every tumbler, press, dryer and ironer does it"

—Criterion Cleaners & Dyers
Kansas City's (Mo.) Largest

"We are using Armstrong individual trapping throughout our plant . . . have been for years . . . Machines are hot at all times . . . this means more efficient use of steam (fuel savings), higher production and better work. We feel that it is only logical to get the most out of our big investment in modern equipment . . . by using the most efficient trapping we can get."

That's CRITERION'S experience with Armstrongs—experience that proves Armstrong's ability to increase profits by getting the maximum out of fuel, labor and machines.

Why not make it *your* experience, starting NOW?



A typical example of Armstrong Unit Trapping at Criterion

WRITE FOR BULLETIN NO. 193

ARMSTRONG MACHINE WORKS
850 Maple Street • Three Rivers, Michigan

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Hopkins ADJUSTIT GARMENT HANGER

World's most popular adjustable garment hanger . . . and no wonder!

- Heavy plated brass chain.
- Hangs straight. Does not tangle.
- Body ruggedly constructed of light, strong aluminum.
- Strong plated-steel spring and plunger operate easily—finger-tip control.
- Body of "Adjustit" contains the chain. No annoying dangling of chain beneath the hanger.
- No parts to wear out . . . will last a lifetime.
- Adjustable to any height within a 5-foot range.
- Low price—only $2.95.

SEND THE COUPON TO YOUR LOCAL SUPPLY HOUSE
or direct to
HOPKINS EQUIPMENT CO.
HATFIELD, PENNSYLVANIA

Gentlemen:
Please send me ..... Hopkins "Adjustit" Garment Hangers at $2.95 each. Check is enclosed.

Name .....
Company .....
Address .....

adjustable sealing bars on all four sides of the door; positive three-point interconnected fastener which operates the center, top and bottom fasteners simultaneously; heat-resistant gasket; rigid construction to withstand high temperatures, and high temperature insulation.

A peephole-emergency release panel and galvanized hardware are standard equipment. Optional features include track rail notch and chrome-plate or special-finish hardware.

Plastic Packaging for Rust Remover

JOHNSON Chemical Industries, Inc., Baltimore, Md., has announced that it is now packaging Rust-E-Lim, a rust stain remover containing hydrofluoric acid, in an 8-ounce Plaxpak polyethylene bottle.

The Plaxpak bottle, the company states, features inertness to the highly active acid and the advantage of unbreakability. An outer telescoping container of cardboard prevents squeezing the bottle. An insert plug with a small opening makes it possible to dispense Rust-E-Lim in a thin stream for accurate application. The plug and closure are also of polyethylene.

Canadian Distribution for Dicalite 7

CARL HEINLE, JR.

THE Dicalite Division, Great Lakes Carbon Corporation, New York, has announced that production facilities are now ample to extend the market for its "anti-static" filter powder, Dicalite 7, to Canada. The product, introduced about two years ago, was previously available only to dryceaners in the United States. Now, however, distributors already handling other Dicalite filter powders will be able to supply the demand of Canadian Cleaners. Carl Heinle, Jr., director of the dryceaning division of Dicalite, is working with distributors and plants introducing Dicalite 7 to Canadian users.

Nu-Pro Concentrated Soap

A NEW concentrated dryceaning soap, "C-50," is now being offered by Nu-Pro Manufacturing Company, 2918 Washington Blvd., St. Louis 3, Mo.

The manufacturer claims the following advantages for this new product:

(1) Soft, bright, clear, wrinkle-free garments after only 8 minutes of running on C-50, followed by a 12- to 15-minute rinse on the filter. (2) Low moisture content, but of sufficient potency to activate the soap content. (3) A newly developed emulsifier increases the cleansing action of the soap present, and at the same time exercises powerful water-dispersing properties, enabling stable moisture stock solutions, containing up to 25 times its own volume of water, to be made. (4) Stock solutions of C-50 will remain stable and will disperse in the solvent even after weeks of standing. (5) C-50 may be used in 140F units and in synthetic as well as in Stoddard solvents, because C-50 is con-

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centrated and contains no ingredients to lower the flash point of the various solvents, thus meeting Underwriters' specifications. (6) C-50 will not build up excessive filter pressure when used either with or without moisture. Fast action represents a saving in time. (7) No redeposition or graying after 30 minutes run on straight soap. (8) No odor-forming ingredients; does not build up in or discolor the solvent, and may be removed from the solvent by distillation or by the use of an absorbent, sweetener type of filter aid. (9) Saving in storage space since in concentrated form C-50 comes in gallon jugs.

The manufacturer further claims that C-50 has been thoroughly tested.

Behrstock To Represent Westinghouse

IT has been announced that L. Behrstock Co., 1708 S. State St., Chicago 16, Ill., has been appointed national distributor by the Westinghouse Air Brake Co., Wilmerding, Pa., for representation in the cleaning and laundry fields.

Behrstock will handle all Westinghouse air-compressors to these industries direct and through jobbers. The Behrstock parts and service department will be able to give prompt and competent service, the announcement stated, because of the company's many years in this field. Behrstock will also be in a position to furnish engineering aid in specific instances where air pressure problems arise.

All sizes and types of Westinghouse compressors used in cleaning and laundry plants will be stocked by Behrstock.

Hoffman Names Perry

BENTON PERRY has been named sales representative in charge of the Dallas office of U. S. Hoffman Machinery Corp., New York, N. Y. Mr. Perry will have charge of the company's sales in east and north Texas and southern Arkansas.

Before joining the Hoffman company in 1946, Mr. Perry owned his own cleaning business and was also associated with two laundry and cleaning establishments in Dallas. He has been connected with the industry for 25 years.

Regent To Represent Western

THE appointment of the newly organized Regent Machinery & Supply Company, 2758 Lyndale Ave. S., Minneapolis 8, Minn., as representative of Western Laundry Press Company of Salt Lake City has been announced by Louis N. Strike, the manufacturer's general manager. The region covered by the new representative includes Wisconsin, Minnesota, North and South Dakota.

Regent will sell and service the full line of Ajax laundry and drycleaning presses. Six well trained men, the announcement stated, are covering the territory and working under the direction of Regent's manager, J. H. Grossenbach.

Booklet Describes New Files

REMINGTON RAND'S new line of low-priced "Revere" file cabinets is described in an introductory booklet just issued by the company. The new files are available in three-, four- or five-drawer cabinets, with either letter or legal sized drawers. Substitute drawers may be employed to accommodate variously sized cards or documents in box drawers. The files

ARE YOU SATISFIED WITH YOUR PRESENT INCOME?

If you're not, investigate the Berlou "Profit-Builder" Plan that last year added $1,000 to $5,000 EXTRA NET PROFIT to over 10,000 United States and Canadian firms.

Yes, Berlou's "Profit-Builder" Plan can help you build up your service business and boost your over-all profits, because people appreciate a Berlou 5-year guaranteed mothproofing job. And you'll like Berlou's liberal cooperative advertising plan, national advertising campaigns, and free sales aids because they bring new customers and help hold old ones.

Make life easier and more profitable for yourself—send for your free copy of Berlou's "Profit-Builder" Plan TODAY!

BERLOU MANUFACTURING COMPANY
35 Blaine Avenue
Marion, Ohio

MAIL THIS COUPON NOW

Berlou Manufacturing Company
35 Blaine Avenue
Marion, Ohio

Gentlemen: Of course I want to make more money. Send me Berlou's "Profit-Builder" Plan.

Name _____

Address _____

City _____ Zone _____ State _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Simplify and SAVE

with

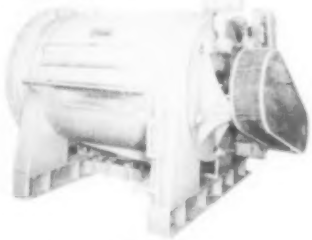
WASHEX

the *PROVEN*

COMBINATION

WASHER-EXTRACTOR

Washex simplifies the cleaning process by doing the work of *two* machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.



SAVES LABOR

Two operations by the same machine reduces manual handling and cuts labor costs. Many owners report savings of *more than 50%!*

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

...and Saves Money!

THERE'S A WASHEX FOR EVERY SIZE PLANT

WRITE DEPT. NC FOR FREE WASHEX BOOKLET

FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP.

192 Banker Street **Brooklyn 22, N. Y.**

can also be readily equipped with special devices such as Flexi-File, which prevent filed papers from slumping.

The booklet, LBV 538, may be obtained from any Remington Rand branch office or by writing to the company at 315 Fourth Ave., New York 10, N. Y.

New Drum Dolly

THE Quinn Products Company, 712 W. 69th St., Chicago 21, Ill., has announced a drum dolly that can be used for moving all standard 55-gallon steel drums and that automatically locks itself in place. The dolly, triangular in shape, is made from one rolled steel plate. Over-all size is 21 by 21 by 21 inches, and weight less than 21 pounds. The dolly will support up to 1000 pounds, the company states.

Three individually mounted, ball-bearing, full swivel casters designed for handling heavy loads are used, and there are no handles or parts to be replaced. One man can use this dolly to transport fully loaded drums, it is stated.

DIRECT-MAIL TIPS

RECENTLY, the owner of a drycleaning plant made a test to determine why inquiries and orders from his sales letters had been meager. To one half of his prospect list he sent a letter very much like those he had previously mailed. It spoke of "superlative values," "extra fine craftmanship" and "jobs you'll be proud to wear."

To the other half of the list the drycleaner sent a different letter, written in terms recommended by direct-mail experts. These second letters, instead of talking about the merits of the plant's cleaning, spoke of benefits to the reader.

The second letter gave the reader a reason for buying—in terms of benefit to him. The latter part of the letter mentioned superlative value and the craftsmanship of the cleaner *only as a reason for buying at that particular plant, and only after the customer had been told in terms of his own self-interest just why he should bring his clothes there.*

The two sets of sales letters were mailed out together. Then the plantowner sat down to see what would happen. Within a few days his telephone began to ring. Customers wanted work picked up. They wanted prices. The call office became crowded.

The owner took down the name of every customer who phoned or dropped in, and compared them with the names on his two mailing lists. A check showed that more than three-quarters of his new business came from only half of the mailings—the half that had received the second letters, written from the reader's point of view.

Stress Reader Benefits

It is a fact not sufficiently understood or acted upon by drycleaning advertisers that the reader isn't interested in what the cleaner has to sell. Fine craftsmanship is something abstract that does not touch him. But he is interested in himself—a fact that successful direct-mail advertisers have turned into a flood of dollars. Here are some of the ways in which the reader's interest in himself can be channeled into sales-building ideas:

Forget about the sales pointers of your work as you see them. Sit down and look at it from the cus-

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"Your wife just called. She says our competitor has a special on drapes . . . and should she send your gray suit, too?"

tomer's point of view. Why does he buy cleaning? What benefits does he derive?

Then consider the particular points of your plant's service. Instead of presenting careful craftsmanship, for example, from your own point of view, think again of what benefit it can bring to the customer. He won't be interested in the craftsmanship alone. But he will be interested if that craftsmanship brings him a benefit.

After you've discovered what benefit the prospect derives from your service, then pick out the particular benefit which will interest the majority of letter readers. Use this, your heaviest sales gun, as the opening argument in your letter. Present the customer benefit immediately.

Play most strongly upon this major benefit. Then bring in your sales pointers, using care to present them with a "you" angle. Instead of saying "our cleaners are the most careful craftsmen in this city," tell the reader, "You will get, we believe, a far finer job here—a job that will give you longer wear and added pleasure, because our cleaners are among the most careful and expert craftsmen in their field in this city." From the first sentence of your letter to the last, talk reader benefit.

Formula for Results

Successful direct-mail advertisers have discovered that letters should follow a definite formula for top results. This has been summed up as the A-I-D-A rule: attention, interest, desire, action. Each of these parts of a sales letter will make the whole click more successfully if the reader's self-interest is stressed.

For example, the major reader benefit mentioned above is the "A" which focuses the reader's attention on the letter. It plays up something in which he is vitally interested, a benefit to himself. The interest part, which follows the opening of the letter, usually expands on the theme of the major benefit, pointing out all the arguments why the service advertised will bring a benefit. The desire part, following this, can bring in minor customer benefits.

The action plug, without which no successful sales letter is complete, gives the reader a reason why he should do something immediately about the offer advertised, while his interest is still keen. This action plug, too, is best presented in terms of reader benefit. Instead

FUR CLEANERS

you'll be delighted with the amazing performance of the

*Lusterway** PROCESS

and

***Lusterway* FUR FINISHER**

Gleaming new-like beauty for soiled Fur Coats and Scarfs in minutes—easily—at low, low cost

Whether you've ever cleaned a fur or not—this outstanding equipment will be an eye-opener. Its simplicity, its perfection, its sure-fire performance day after day will be a revelation in the case of handling furs. It's frankly hard to believe that so small an investment can make such a pleasurable return in speed and profits. It's hard to believe that an unskilled beginner can quickly out-perform an old-timer in cleaning and finishing furs. Lusterway equipment and the Lusterway process can do that for you—it's a real profit-maker, a real business builder. For full information without obligation . . .

WRITE — WIRE — PHONE
or ask your jobber

*Reg. U. S. Pat. Office

ROOT & CO.
11 IONIA AVE., SW
GRAND RAPIDS 2, MICH.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

KIDDYKOLOR GARMENT BAGS

..."Great Business Stimulant"
SAYS MILTON ROSENBERG
Calumet Supreme Cleaners, Inc., Chicago

"We find KIDDYKOLOR bags to be a great business stimulant. At long last we have something to reach the customer through the child. Our drivers tell us that they are now greeted at the door by the children to see what kind of bags are covering the cleaning orders. KIDDYCOLOR bags are now completely covering the walls of children's rooms and are hanging in the classrooms of many schools."

..."Obtaining New Customers" SAYS J. T. REED
Yerbury-Dana Company, Inc., Rock Island, Illinois

"Our customers are very much pleased with KIDDYCOLOR garment bags. We also find that families without children who receive these bags often pass them on to those who do have children. This, of course, carried our name to many more people ... possibly new customers. We feel that KIDDYCOLOR bags definitely help increase our business by obtaining new customers."

...CHILDREN BEG FOR THEM

Now being used with amazing success by alert cleaners all over the country, KIDDYCOLOR bags can boost your sales, too! Every bag is like a page from a giant color book. Children beg for them ... and mothers respond with more cleaning orders. Cash in on the powerful advertising and sales value that KIDDYKOLOR bags offer. New illustrations printed regularly. Free newspaper ad mats and handbills for tie-in promotion. Write, wire or 'phone for samples and prices.

KENNEDY CAR LINER & BAG CO., INC.
SHELBYVILLE, INDIANA

Send us your garments

FOR BEAUTIFUL LEATHER CLEANING

KIRK-REED, INC.
421 S. WINCHESTER AVE., - CHICAGO 12, ILL.

Suede and Leather Cleaners
KIRK'S 7320 MELROSE AVENUE LOS ANGELES 46, CALIF.

of a simple "Act now" it might point out, "By acting without delay you can secure the discount offered for this week only" or "By acting now, you can insure having your clothing done well in time for the week end."

Aim Direct Mail at Objective

Advertising might be compared to a kit of tools for accomplishing the job of selling. A carpenter would decide upon which tool to use by the job he wanted to accomplish. The wise direct-mail advertiser does likewise.

Sometimes the object of advertising is to secure readership only—to get an important message read, digested and understood by the prospect. Sometimes its job is to bring in inquiries for later follow-up. Sometimes direct and immediate orders are desired.

The way in which the letter, circular, broadside, pamphlet, card or other direct-mail advertisement is prepared, laid out, illustrated and written, should depend on which of these jobs it is desired to accomplish. Often direct-mail advertising campaigns that are otherwise well planned fall down because they do not go after a single objective hard and hot.

There are many specific tricks and gimmicks that are useful for making letters and other direct-mail advertisements accomplish one or the other of the three possible objectives—readership, inquiry-pulling or order-getting. Their use should be decided upon after careful consideration of the job that the advertising is to do.

Get Attention First

If we are out to make people read the advertising message—as with an institutional selling letter or circular, or with one designed for breaking down sales resistance, then the first thing to achieve is attention.

A recent study made of advertising readership discloses that one of the most effective attention grabbers, successful in nearly every case it has been used, is the cartoon. By seeing cartoons scattered in unlikely spots in newspapers and magazines like so many cherries in a fruit cake, people have become conditioned to reading them wherever they come across the drawings. Cartoons used by drycleaners should have some tie-in with the service advertised. Stock cartoons for this purpose can be secured at very low cost from service houses.

A close runner-up to cartoons as attention gimmicks is photographic art. People like to look at people. Tests have shown that, for pure attention value, photographs outshine drawings every time. Stock photographs

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for advertising can also be secured by the drycleaner from advertising service syndicates.

To make sure that readership is *complete*, there are several little tricks of layout that, experienced direct-mail users report, can help to make cleaning prospects wade right through your sales letter from the "Dear Mr." down to the "Cordially yours."

For example, every third paragraph should be indented. Indentation of an entire copy block makes the whole look shorter and easier to read. For the indented paragraphs, choose those with the most important and pertinent sales or goodwill messages since they have a somewhat greater pull for the reader's eye.

The little asterisk key on the typewriter, according to reports from some expert sales-letter advertisers, can help to increase readership. The subscription manager of *Look* magazine once found by actual test that putting a row of asterisks above and below indented copy paragraphs brought a substantial increase in orders for the magazine.

If, on the other hand, the object of the mailing is to bring in inquiries, the entire tone of the letter should stress this one aim. From the first paragraph to the last, the copy should sell only the idea of writing or telephoning. To get inquiries, it is necessary to offer the customer something he wants. Usually this is a booklet, but it may be a bit of merchandise. Whatever is offered, it must be something the reader wants.

Make It Easy

There should be no deviation in the aim of the copy from the main objective of making Mr. Customer write, phone or call for that give-away. Moreover, the process of procuring it should be made as simple as possible. If we want him to write in, a postage-paid card or an order blank with a business-reply envelope should be included, and the main copy should tell the reader about the ease of ordering. If he is to telephone, the company's phone number should be repeated several times through the copy. If he is to call, the address should be stressed.

Usually, however, direct-mail letters, circulars and other mailing pieces are meant to produce actual dollars. In that case, the tone of the copy should be a selling one.

Before writing, illustrating, printing or mailing any direct-mail advertisement, the drycleaner should ask himself this question, "What am I trying to accomplish with this letter?" On the right answer to that question, and a right aim at the objective, depends much of the results that he will get. # #

IT'S THE TALK OF THE TRADE!

It's the washer with plenty to talk about . . . ruggedness, modern appearance and outstanding operating features. See for yourself how the attractively priced Model 500 can cut time and work in your plant. Compare it with other "lever control" machines for the engineering points that mean longer life and better service.

The Western Model 500 is available in three sizes: 30 x 36, 30 x 48, and 36 x 54. All sizes are available in end header belt drive and belted motor drive.

Write Today For Free Circular

430 EAST 10TH ST.
NORTH KANSAS CITY, MO.

Western Laundry Machinery Co

When writing to advertisers please mention The NATIONAL CLEANER & DYER

VIKING

The DESIGN That Made ROTARY PUMPS FAMOUS!

It is with pride and a sense of great responsibility, that Viking has pioneered a pattern for the rotary pump field.

The pace, set by Viking for more than a third of a century, has stood this test of time.

When you are in need of pumps, it will pay to do as others have done, consider the original "gear within a gear" Viking first. You will find a decided difference.

Look to Viking for the answer to your pumping problem. Send for free bulletin 508Q today. It will be forwarded at once.

VIKING
AN HONORED NAME IN PUMPING

Viking PUMP COMPANY
Cedar Falls, Iowa

PURGE-O-SOL Dry Cleaning Soap Concentrate	**$9.00** gal.
G-SOL Dry Cleaning Detergent	**$1.20** gal.
STAGG Wet-Dry Spotter	**$4.00** gal.
SPEEDS-IT Pre-Spotter	**$3.25** gal.

Call your distributor or order direct from

CHEMICAL COMPANY
Hopewell, Va.

Specify

DANDUX

longer wearing, better quality

BASKETS • HAMPERS • TRUCKS

from your dealer

C. R. DANIELS, INC.
DANIELS, MARYLAND

Write for Spec. II-6

Book Review

How To Organize and Operate a Small Business. By Pearce C. Kelley and Kenneth Lawyer. Prentice-Hall, New York. $6.65.

PEARCE C. KELLEY, associate professor of Marketing, University of Mississippi, and Kenneth Lawyer, professor of Marketing and Merchandising, Western Reserve University, have written a textbook for the person who has not selected his life's work.

The first three chapters are devoted to showing the importance of small business in our economic system, the advantages and disadvantages of business ownership, and the essential requirements, both mental and financial, for success as a small-business operator. The remainder of the book gives the application of modern business techniques to small business. The authors use merchandising, service industries and small manufacturing as examples of the proper and full use of these methods.

This volume has some information for the person already engaged in business, but its main purpose is to serve as a guide and reference for the college student who is attempting to evaluate himself and the possibilities of working for himself or working for others. # #

Case of the Disputed Taxes

"TO have and to hold unto the said Tett Rowe and his assigns, for and during the term of five years from the date thereof, yielding and paying therefor in each and every month, the monthly rental of $125," cleaner Tett Rowe's lease stated.

Six months later the city presented a tax bill on the building in question amounting to $583.74.

"Present it to Tett Rowe; he's the proper party to pay," the landlord advised.

Fifteen minutes later Rowe telephoned.

"What's the idea of sending that tax bill to me?"

"You're the lessee—you have the entire control and possession of the building for five years, and it's your duty to pay the taxes," the landlord declared.

"I'm the occupant but you're the owner, and you can pay your taxes or let the city sell the building," Rowe retorted.

Tett Rowe was quite safe in "standing pat." If there is no agreement to the contrary, it is the duty of the landlord to pay state, municipal and city taxes and assessments imposed by law upon the leased premises. This rule has been approved by the Alabama Courts in Freeman vs. State, 22 So., 560, and also by the Illinois, Iowa, Louisiana, New York, Pennsylvania, Tennessee and Wisconsin courts. # #

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Rainbow Dye Works

109 South 16th Street, Louisville 3, Ky.

WHOLESALE DYERS

GARMENTS, RUGS, DRAPES, ETC.

25 years in Louisville under the same management.

OUR SERVICE GUARANTEES

Fast even dyeings — Speedy service
Semifinishing of all garments — Reasonable prices

Special attention to prevent ripped linings

Write for full information, free color cards, mailing aids, etc.

New Flame-Resistant Finish

THE Du Pont company has announced a new flame retardant chemical, trademarked Erifon, which is said to give cotton and rayon fabrics flame resistance which is durable to drycleaning, normal home laundering, and weathering. It is not durable to the acid sours and alkalis used in commercial and industrial laundries.

Erifon at present is applied to cotton yarn and some types of cotton and rayon materials. The company is continuing research to make the process satisfactorily applicable to other types of fabrics and to continuous-filament rayon yarn.

LETTERS TO THE EDITOR

(Continued from page 12)

is smoother and management methods better. Therefore, they are anxious to have as many speakers as possible from the U. S. at their convention.

Mr. Barkley says that at the June, 1949, convention, two Americans addressed delegates and were given an attentive hearing. The sessions at which they spoke were the best attended at the whole convention.

Although dyeing experts will be welcome, drycleaning is regarded as the more important side of the discussions. The industry is undergoing an exceptional boom period in Australia at present.

Americans who attend the convention will be treated as guests in every way except financially. Sightseeing tours to local scenic areas will be prominent among entertainment arranged. For those who make the trip, it should form a pleasant combination of business and vacation. August is a spring month in Australia, with the weather usually sunny and pleasant.

Sydney (population about 1,500,000) is the nation's largest city, situated on the eastern seaboard alongside one of the world's most beautiful harbours. It can be reached in about two days' flying time.

The convention will open on August 6 at the spacious Trocadero Hall and last for one week. Persons interested in making the trip may write to Mr. L. M. Barkley, Secretary, Dry Cleaners' and Dyers' Association of New South Wales, 12 O'Connell Street, Sydney, N.S.W., Australia, for information.

C. SLOCOMBE

Australian News & Information Bureau

A NEW MILNOR PRODUCT!

New 30" Monel Curb Extractor
Available in Laundry & Dry Cleaning Models
Automatic Features Available

PELLERIN MILNOR CORP.

NEW ORLEANS, 18, LA. U. S. A.

A Shirt Tale for Cleaners
—with plants servicing

SHIRT LAUNDERING

You can obtain and maintain a reputation for superior standards of work by using the original, time-tested

SPEARE'S BLUES

They insure on every wash load the four essentials—Sparkling Brilliance, Complete Rinsibility, Even Distribution and Uniform Quality.

SOLBLUE—all purpose
SEABLUE—sour
SUNBEAM—non sour
HYWHITE—all purpose

Order from your jobber or direct. Dept. N. 7

LEWIS NATIONAL CORP.
29 SLEEPER ST. BOSTON 10, MASS.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

WET CLEANING TABLE

A handsome 116 pounds of wet-cleaning efficiency with a big 62" x 27". Formica top that can't crack, peel or chip, and which resists all cleaning chemicals. All metal parts exposed to soap, water or chemicals are galvanized and guaranteed rustproof. There's a 2" ADJUSTABLE drain slope at the open-lip drain that you'll like. The big feature is the sturdy, rigid construction that eliminates movement of the table while working. Shipped knocked-down.

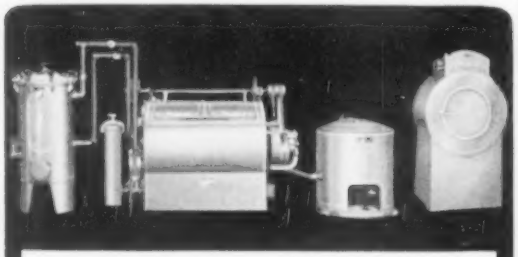
Jobber Inquiries Invited

• COLUMBIA HAS IT FOR YOU •

COLUMBIA CLEANING SYSTEMS

DUPONT PERCLENE • DUPONT TRICLENE
IRONING TABLES • COLUMBIA SPOTTING TABLES • GARMENT CARTS

COLUMBIA APPLIANCE CORPORATION
8-16 43rd Ave., Long Island City 1, N. Y.



WRITE NOW FOR QUOTATION

Twenty-three years of successful manufacturing experience devoted to assembly line, low cost production of dry cleaning unit systems is a prime reason why you should write for a quotation from Standard NOW.

WRITE FOR FOLDER NC50

Standard LAUNDRY & CLEANING MACH. CO.

6900 Maple Avenue, P. O. Box 7251, Dallas, Texas
Phone Dixon 4-1742 & 43

MANUFACTURERS OF COMPLETE DRYCLEANING EQUIPMENT: TUMBLERS, EXTRACTORS, FILTERS, AND DRYCLEANING WASHERS

PEOPLE AND PLACES

NORTH CENTRAL

A. R. Evans has purchased the half interest of Ward Fisher in Finch Dry Cleaners, Chardon, Ohio. The other partner, Wain Parsons, will continue as manager.

Cleary Cleaners, owned by E. J. Cleary and his son, Edward, has moved to a new location at 917 Market St., Mt. Carmel, Ill.

Floyd Parker has opened a dry-cleaning establishment at Soldiers Grove, Wis.

Mr. and Mrs. Cecil Hamilton, who recently purchased Crocker (Mo.) Cleaners, have closed the plant.

Service Cleaners, a rug and upholstery cleaning concern, has been opened at 1613 Prospect St., Indianapolis, Ind.

Supreme Cleaners and Dyers has been opened at 5418 Division, Chicago, Ill., by veteran John Hales.

Band Box Cleaners, Hermann, Mo., has been sold by Russell Cuncio to William F. Kessler.

Langs Cleaners has opened its seventh store, at 1750 N. Fourth St., Columbus, Ohio, in the Indianola Park Shopping Center. Don S. Hanaford is president of the firm.

Peter Pan Cleaners of Green Bay, Wis., has opened a branch at 521 Michigan Ave., Sturgeon Bay.

Russell Cleaners, Hamilton, Mo., has been sold by Mr. and Mrs. Russell to W. O. Dunne.

Speedee Cleaners has been opened on N. Second St., Wapello, Iowa, by George J. Smith, owner of Smith's Men's and Boys' Store.

Foggery Cleaners, Joplin, Mo., has been purchased by Bob Lowe, an ex-serviceman.

Orchids were presented to visitors at the opening of the new Quality Cleaning branch at 512 Commissioner St., Zanesville, Ohio. The firm, which is operated by Harry and Laura Gillogly and their son-in-law, Frederick J. Frick, has its main plant at 1644 W. Main St.

A charter has been granted to Chamois Dry Cleaners, 615 S. Wright St., Champaign, Ill., to conduct a drycleaning establishment at Chanute Air Base. Officers are George E. Shaw, president, also owner of Garber's Modern Cleaners; Louis N. Hertzman, secretary; George Bindt, vice president, and Robert Paul, treasurer. Mr. Paul will be general manager of the plant.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ARE YOUR RACKS EQUIPPED WITH THESE TIME-SAVING MONEY-SAVING CASTERS?

These Patented Casters are by far the most popular in the Drycleaning Industry. Most leading Cleaners use them.

Why?—They roll easier . . . turn better and last longer!

That's why more and more Drycleaners buy Gi-Gr-Nite Casters every year.

Act now. See for yourself what Gi-Gr-Nite Casters will do for your Cleaning Plant!

CLINTON PRODUCTS CO.
CLINTON 14, MICHIGAN
In Canada: Advance Steel Products Ltd., Chatham, Ont.

GI-GR-NITE
(Geiger-Knight)
CASTERS

George A. Dilas has sold Dilas Spotless Dry Cleaning, 1116 N. Johnson St., Bay City, Mich., to George J. Gotwoka, Jr., and Lee Ryles.

Mr. and Mrs. Ralph Barnhouse have installed several new pieces of equipment at their Bridgeport, Ill., cleaning plant.

Bob Ours is constructing a dry-cleaning plant on E. Main St., Kewaskum, Wis.

Model Cleaners, Warsaw, Mo., has been purchased by Leonard Boring from Mr. and Mrs. Ed Nedervelt.

John Molyneaux and Don Goodman have opened Top Hat Cleaners at 4014 Central Ave., Minneapolis, Minn.

Reliable Cleaners, 221 Mill St., Middleport, Ohio, has been sold by Richard Palmer to Stanley Cremeans.

Owner Bob McGraw in plant store of McGraws Deluxe Cleaners, 111-113 E. Beaufort St., Normal, Ill. Firm has three branches in Bloomington-Normal area; gives complete garment, household and fur service. Proprietor is president of local association, a director of Illinois group.

Karl H. Heinrich, proprietor of Royale Rug and Furniture Cleaners, Melrose Park, Ill., has moved to a new and larger plant at 1819 North Ave.

Mr. and Mrs. William Green have sold their drycleaning business at Tipton, Mo., to Monte J. Brant.

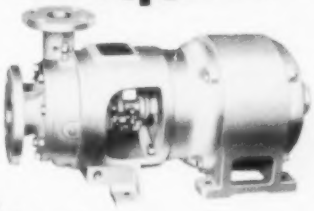
Wayne (Mich.) Cleaners and Laundry has installed complete new drycleaning equipment at its plant at 35112 Michigan Ave. The business is owned by Sam Schwartz.

Grace Cleaners, 9614 St. Charles Rd., Overland, Mo., is now under new management and has been renamed Koenig Cleaners.

Roger Sagear and Earl Nihan have formed a partnership for operation of Clarke's Cleaners, 107 N. Franklin St., Janesville, Wis.

The right pump is the

MOTOR PUMP



for fast, dependable, solvent recovery

MOTORPUMPS are properly engineered and ruggedly built to meet dry cleaners' needs for highest pumping efficiency and long, trouble-free service. Motor and pump are a self-contained, compact unit, which assure steady flow, minimum vibration and less maintenance.

Sizes from ¼ to 40 h.p. circulating up to 1800 g.p.m. Write us for complete information.

Ingersoll-Rand
11 Broadway, New York 4, N. Y.

513-9

THE BUSIEST BOOTH

at the recent CHICAGO DRY CLEANERS CONVENTION was the exhibit of

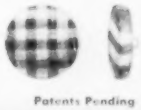
PRIMS COVER A BUTTON

The new and only button that can be self-covered (with the same material as garment or matching) with only two tools . . . **NO TOOLS NEEDED** . . . **EASILY** . . . **QUICKLY** . . . **PERFECTLY**.

Prims are **rustproof — dryclean proof** and **washable**. They are fast for re-dyeing. Prims are always without dimpling and blemish that holes show, the margin per of the old button the material. Thus, after cleaning the garment, snap it back on again.

Prims are the easiest, most satisfactory, and most economical means of repairing lost buttons.

Available in Flat, Halfball, Cuppedball, and Hemispheric in all popular sizes. Packed in protective cards, ready to use, for sale at retail. Or a full line of Prims, by the gross, or in bulk, through BOSOMINE, Inc. . . . **Prim — Safety Pins** and Garment Hangers.



GET THE FACTS — WRITE TODAY!

Patents Pending

William
PRYM INC.
DAYVILLE, CONNECTICUT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

TOUGHEST BLOOD STAINS LICKED BY SCRAM BLOOD!

The reliable liquid blood digestive agent. Acts instantly. First deposit water. Apply Scram Blood. Immediately scrape lightly or brush. Rinse with water and the job is done.

SCRAM BLOOD is safe to all fabrics and colors. SCRAM BLOOD may be used in concentrated form or diluted, to suit highly sensitive colors. **Do NOT APPLY STEAM.** Try this big time saver.

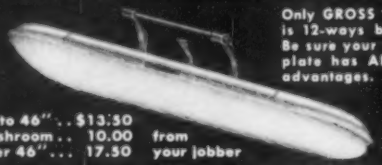
$3.90 per gal.

Order from your local jobber or write direct.

Manufactured by

Warco LABORATORIES
Dept. B
1636-40 West Vernon Ave., Los Angeles, California

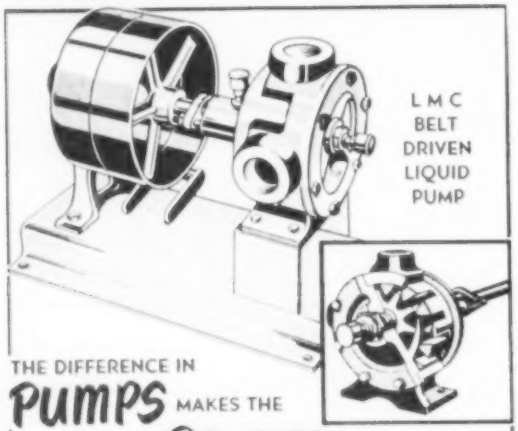
GROSS STAR
aluminum GRID PLATES ARE FREE FROM "BURRS"
VENTS ARE STAMPED FROM OUTSIDE



Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

up to 46" . . $13.50
mushroom . . 10.00 from
over 46" . . . 17.50 your jobber

L. BEHRSTOCK CO. 1708 S. State St. Chicago 16, Ill.



L M C BELT DRIVEN LIQUID PUMP

THE DIFFERENCE IN PUMPS MAKES THE DIFFERENCE IN PROFITS

The inset above shows the internal construction of the LMC Liquid Pump

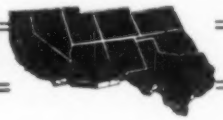
Check the difference in the costs of the LMC Liquid Pump and of other leading brands — check the performance records and the no-hold service LMC offers. All add up to greater cleaning and dyeing profits for you. Ask your supply dealer or write direct.

Dealers Wanted

INTERCHANGEABLE WITH ALL LEADING PUMPS

LUBBOCK MACHINE CO., Inc.
BOX 1138 LUBBOCK, TEXAS PH. 4631

SOUTH WEST



City Drive-In Cleaners has been opened by Bob Walters at Baldwin Park, Calif.

Modern Cleaning and Dye Works, 904 E. Douglas, Wichita, Kans., has opened a modern storage vault. The firm is owned by Don Bethel, son of George C. Bethel, who established the firm in 1917.

Perkins & Small Cleaners has been opened at 216 E. Main, Grand Prairie, Tex., by Don W. Small and F. L. Perkins.

Helena (Okla.) Cleaners, which was badly damaged by a recent fire, has been reopened by proprietor Don Eakins after complete renovating and rebuilding of equipment.

The plant of D. R. Woodard Cleaners & Dyers, 2201 J St., Sacramento, Calif., has been completely remodeled by the owner, D. R. Woodard.

Graham Cleaners, Burrton, Kans., has been sold by Carl Graham to Lyle Lyons. The business will be known as Beau Belle Cleaners.

Max Levine has announced intention to sell Luxurice Cleaners, 26th and San Vicente Blvd., Los Angeles, Calif., and Vine's Dry Cleaners, 2101 Lincoln Blvd., Santa Monica, to Jack M. Bowman.

Crystal Cleaners has been granted permission to construct an addition to its plant at 2606 Grant, Wichita Falls, Tex.

Laurel Cleaners has leased a larger building at 5718 MacArthur Blvd., Oakland, Calif., a few doors from its former location.

Casteel Cleaners, 945 S. Tejon, Colorado Springs, Colo., has been purchased by Lewis F. McVay.

H. H. and Ralph Howard have opened a cleaning plant at 654 Market St., Colusa, Calif. The brothers also operate cleaning plants in Yuba City and Marysville.

New equipment has been installed at Moran Cleaners, Savonburg, Kans., by the owners, Mrs. Ada Weast and her son, Wayne Weast.

Taft Abras celebrated the opening of the new Sun-Glo Cleaners plant at 44 N. San Gorgonio, Banning, Calif., with a buffet luncheon for visitors.

Shorty's Cleaners, owned by M. R. Gladson, has been moved to a new plant on James Ave., Hermleigh, Tex.

A new cleaning unit has been installed by Harry Willis at Daly City (Calif.) Cleaners, 6287 Mission.

Roy and Evelyn Chisum have purchased the cleaning business of Dee Parsons at Fletcher, Okla., and are operating under the name of Chisum Cleaners.

The Grade A Cleaning establishment has been opened at 1612 Balboa, San Francisco, Calif., by Bonbon Kaplan.

Chic Cleaners and Launderers has been opened at 1224 S. Garey Ave., Pomona, Calif., by Cas Garvin and Charles Tucker.

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TOLEDO, OHIO

E. Haws Durfee has opened a cleaning plant on State St., Lehi City, Utah.

Yale Cleaners is remodeling the building which it recently purchased at Main and W. Broadway, Yale, Okla.

Harry C. Slocum has announced the opening of a rug and furniture cleaning department at American Cleaners and Laundry, Bishop, Calif.

Spruce Cleaners and Tailors has been established by Mr. and Mrs. James Eller at 924 Lincoln Ave., Loveland, Colo.

El Rancho Cleaners, 1119 W. Huntington Dr., Arcadia, Calif., has been sold by H. Paul and Rose S. Klucher to Paul and Reta C. Beuscher.

A permit has been granted to D. L. Hart to establish a dry-cleaning business at Iola, Kans.

John Silver, who operated a dry-cleaning and hat cleaning establishment for about 40 years before his retirement in 1946, has recentered the business and opened Silver's Cleaning, Pressing and Hat Works at 11th Ave. and Irving St., San Francisco, Calif.

John Rossland and Sons has opened a new cleaning plant at 118 W. Greenwood St., Del Rio, Tex.

Town and Country Cleaners has been opened at 11031 Garden Grove Blvd., Garden Grove, Calif., by K. J. Pidelouns.

Monett and Don Snodgrass have completed a modernization program at Snodgrass Cleaners, Nowata, Okla., with the installation of new equipment.

Elite Cleaners, owned by Mrs. Kathryn Allen and her son, Verne Nelson, have moved Elite Cleaners to a new building at 320-322½ Main St., Huntington Beach, Calif.

Paris Cleaners, Harper, Kans., has been sold by Mr. and Mrs. Howard McCaslin to Oscar Cathers.

Keep-U-Neat Cleaners, Coachella, Calif., has been sold by Walter Lee Myers to Armin Arnia.

Evans Cleaners, El Reno, Okla., has installed some new equipment.

George Brewer and Doug Toy have announced installation of new dry-cleaning equipment at Valet Cleaners, Grass Valley, Calif.

A new boiler has been installed by Philip S. Ferris at his Modern Cleaners plant in Paonia, Colo.

William Quarles has announced intention to sell K-Y Cleaners, 3511 S. Western, Los Angeles, Calif., to Ozie Green and Henderson Ford.

New equipment has been installed by Mr. and Mrs. Bruce Brake at Quality Cleaners, Blue Rapids, Kans.

Russell E. Jennings has opened the Palos Verdes Cleaners at 407 Via Chico, Palos Verdes Estates, Calif.

Odorless Cleaners, 108 E. Rio Grande St., Victoria, Tex., has been sold by Mrs. A. W. Pickering, Jr., to Gerald Dubose. The business will be managed by the new owner's son-in-law, Bob Curtis.

Compton Cleaners, Durant, Okla., has installed new dry-cleaning machinery.

David Berger has announced the opening of Aristo Cleaners, 17948 Ventura Blvd., Tarzana, Calif.

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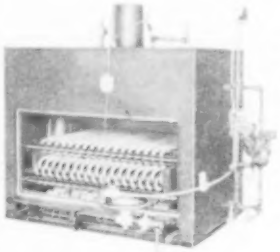

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918 East Superior St. Duluth, Minn.

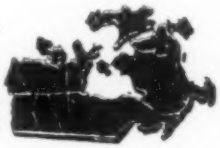
Elite Cleaners, Terrell, Tex., has remodeled its plant interior and store front.

Bud and Tony's drycleaning establishment at Marietta, Okla., has been purchased by L. B. Hartman.

James C. and Wayne B. Freeman, owners of Ace Cleaners and Dante Cleaners, Fresno, Calif., have purchased Owl Cleaners from Walter C. Mischler and his son, Orville. The Freemans plan to bring the three plants into one operation and are adding new equipment to the main plant at 2551 Ventura Ave.

Mr. and Mrs. A. D. Morris have opened Morris Dry Cleaning and Laundry in Tecumseh, Okla.

DOMINION OF CANADA



NEW-FOUNDLAND

A second story is being added to the plant of Modern Cleaners and Dyers at 416 Oakwood Ave., Toronto, Ont.

A new storage vault and fur department has been opened by Michael and Alex Starko, operators of Page the Cleaner, 9558 118th Ave., Edmonton, Alta.

The new plant of Sanitary Dry Cleaners, Ft. Francis, Ont., replacing the building destroyed by fire early in February, has been completed. The owner, A. C. Guild, has announced that a new cleaning room will also be constructed.

Paramount Dry Cleaners & Dyers, owned by Abe Safian, has formally opened its new fur storage vault at 3026 Dewdney Ave., Regina, Sask.

Parkers Cleaners and Dyers, North Bay, Ont., has opened a branch at 61 Main St., Huntsville.

SOUTH

EAST

Caddo Cleaners has been opened on Front St., Vivian, La., by partners Bud Amick and John A. Bostick. The business is managed by Mr. Amick.

A charter has been approved for Kite's Dry Cleaners, Marion, Ga., incorporated by Albert S. and Juanita V. Kite and C. Cloud Morgan.

Master Cleaners, owned by Ariel Fontenot, has moved to a new building on W. Vine St., Opelousas, La.

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NEWHOUSE "ALL-IN-ONE" SPECIAL
STEAM HOSE
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unique
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920 East 43rd Street, Chicago 15, Ill.

W. J. Baker has announced plans to open a dryecleaning business at Apex, N. C.

Modern Cleaners, Carlisle, Ark., has been sold by Mrs. Harold Shoup and Oliver Shoup to E. J. Enderlin.

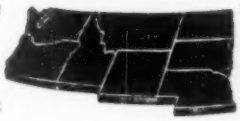
E. J. Farham and J. D. Peck, operators of Acme Cleaners, 135 E. Church St., Orlando, Fla., have leased Garland Street Cleaners at Concord and Garland Sts.

Lyon County Cleaners, Kuttawa, Ky., has been sold by G. W. Mick to Mr. and Mrs. T. H. Owen. Mr. Mick, president of the West Kentucky Cleaners Association and a director of the state association, plans a temporary retirement.

W. J. and Nancy Clark, owners of Clark's Quality Cleaners and Laundry, Oneonta, Ala., have announced the installation of complete new laundry equipment.

Danny's Cleaners, owned by Danny Faour, has been installed in a new plant at 5858 Southern Ave., Shreveport, La.

Bray Cleaners, Lewisville, Ark., has installed a new storage vault.

NORTH  WEST

Unique Cleaners and Laundry has been opened by Mr. and Mrs. Alvin Anderson in a newly completed plant at Clatskanie, Ore.

Economy Cleaners, Inc., has been opened at 1518 Greve St., Boise, Idaho, by the International Laundry and Dry Cleaning Workers union.

Claude Bennett has purchased the left interest of Harlan B. Knowles in Clodan Wash. Cleaners. The business will be managed by the other partner, George Carson.

Mr. and Mrs. Merrill Mounts have purchased from Mr. and Mrs. W. L. Ivers the lease on City Cleaners, Newport, Ore., and taken over operation of the plant.

Nu-Way Cleaners has been established by Darrel Greene at Gordon, Neb.

Precision Cleaners has been opened at 220 Division St., Grandview, Wash., by Marshall Swinney and Bob Hagadorn.

Floyd Clardy, owner of Royal Cleaners, 405 N. Park St., Aberdeen, Wash., has bought adjacent property which will be used for a drive-in range and parking space, the first step in a planned remodeling program.

Oscar L. Burns, owner of White House Cleaners, N.E. Union, Portland, Ore., has taken over Vogue Cleaners, 8258 S.E. 13th, which he has renamed Kleen-Rite.

A dryecleaning business has been established on Main St., Three Forks, Mont., by Jimmie Lambros and Don Cameron.

Fashion Cleaners and Laundry has been opened by Ray Horswill at Tenino, Wash.

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1. IT'S *DIFFERENT* — SOMETHING EVERY CUSTOMER CAN USE.
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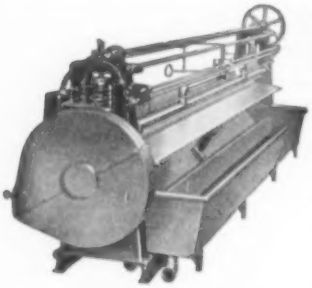

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A dryc leaning plant and laundry, to be operated by Bill Gassman, is under construction at 13th and Main Sts., Springfield, Ore.

Robert J. Chapin has purchased the interest of his partner, Lyle Broich, and is now sole owner of Keep-U-Neat Cleaners, Emmett, Idaho.

Valley Cleaners, 920 Ryan Ave., Sumner, Wash., has been sold by Mr. and Mrs. Ralph Batchelder to Mr. and Mrs. Les Maddox.

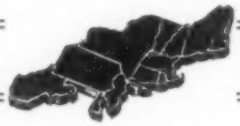
Don W. Parson has purchased Zenith Cleaners, 230 E. Washington St., Hillsboro, Ore., from Leslie Dean.

Fred Heldenbrand, operator of Wauneta (Nebr.) Cleaners, has installed some new equipment.

A new drycleaning unit has been installed by Jerry McMillan at Valet Cleaners, Colville, Wash.

Union (Ore.) Cleaners has been sold by Mrs. Margaret Swick to Mr. and Mrs. Ed Mueller.

NORTH EAST



A new plant for Boyl Cleaners will be constructed at 430 Federal St., Greenfield, Mass.

A fire attributed to explosion of solvent caused an estimated $25,000 damage to the plant of Standard Dry Cleaning Company, 3 Grassy Plain St., Bethel, Conn.

The name of Keenan Cleansing, Inc., Pawtucket, R. I., has been changed to Keenan Cleaners, Inc.

Ferris Ezzy has moved his drycleaning establishment to new quarters in the K. of C. Building, Caribou, Me.

Queen Cleansers has opened a new drive-in plant at 500 Washington St., Oak Sq., Brighton, Mass. The business, which is owned by Ray Miller, has its original plant at Newtonville and another in Dorchester.

A new plant will be built by Roger Prevost for his Barton (Vt.) Cleaning plant, on a site at Willoughby Ave. and High St.

Robert Vodvarka has been granted a certificate to conduct Feasterville (Pa.) Cleaners, at Flatmont and Stormer Rds.

Partners Erwin S. Colton and Alvin H. Gasson have modernized the plant of Post Cleaners at 130 Whittlesey Ave., West Orange, N. J. Both owners are NICD graduates. Mr. Colton, who also owns Home Town Cleaners of Maplewood, is drycleaning instructor at the Essex County Vocational School.

Leon R. Smith, owner of a drycleaning business at Wellsboro, N. Y., has constructed a new modern plant on Brewery Lane.

George S. Hegy, Jr., an NICD graduate and Army veteran, has been appointed general manager of Hegy's Cleaners and Dyers, Holyoke, Mass.

The drycleaning business operated by W. C. Duffield at Sutton, W. Va., has been moved to a new location.

Sami Original Dry Cleansers, Boston, Mass., has opened a

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Cabinet Dryer
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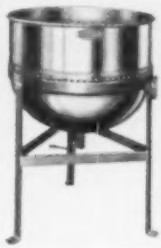

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new branch at 159 Massachusetts Ave., under the management of Jack Sarni, son of the founder, James Sarni. The organization operates two main plants and 15 branches in the Boston area.

H. Clifford Gilchrist has established Pirl Cleaners at 1208 Pirl St., McKeesport, Pa.

Gerald Haves has purchased the interest of his partner, Delbert Stalnaker, and is now sole owner of Fulks Cleaners and Dyers, 19 Main Ave., Weston, W. Va.

Edward Cole has opened the new home of Cole Cleansers at 80 Fairmount Ave., Hyde Park, Mass.

OBITUARIES

Schuyler G. (Jack) Alden, 49, eastern district manager for U. S. Hoffman Machinery Corp., died suddenly April 18 at Hollywood, Florida, while attending the convention of the Laundry and Cleaning Association of the Carolinas, Georgia and Florida.

Mr. Alden joined the Hoffman organization as manager of its Dallas office in 1932, transferring to Syracuse later that year and advancing to district manager in 1944. Last year, with the formation of a new eastern district covering 23 states and 16 branches, Mr. Alden became manager with headquarters in New York City.

A direct descendant of John Alden, Mr. Alden was born in Cleveland, attended Berea School, Kentucky, and Occidental College, California. He served in World War I and was associated with the White Sewing Machine Co. before joining Hoffman. Mr. Alden was a Mason. He is survived by his wife, a daughter and a son.

Fred M. Cornell, 58, owner of Yale Cleaners, Maplewood, Missouri, died April 24 of a heart attack. He is survived by his wife and two sons.

Carl O. Dean, 56, owner of the Forest Cleaners & Dyers of Indianapolis, Indiana, died April 27 of injuries received in an automobile accident. He is survived by his mother, a foster daughter, two brothers and a sister.

Ernest F. Friedli, 75, owner of Friedli Dry Cleaners, Saginaw, Michigan, died recently after a brief illness. A native of Switzerland, he came to this country 60 years ago and established the business in 1904. He was a member of Pioneer Masonic Lodge 79 and Germania. He is survived by his wife, a daughter, two sons, a brother and a sister.

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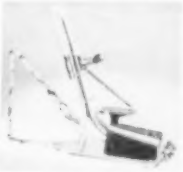

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F.O.B. Minneapolis
Order JANET press and forms from your dealer, or write:
JANET GLOVE FORMS

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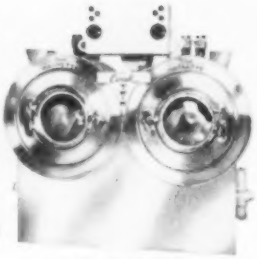

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NATIONAL CLEANER & DYER
304 East 45th St. New York 17, N. Y.

Martin L. Smith, 65, proprietor of a drycleaning and men's tailoring business at Brazil, Indiana, died April 14. A veteran of World War I, he was treasurer of the local American Legion. He was also a past exalted ruler of the Brazil Elks Lodge, had been a member of the city school board, and served on the rationing board during World War II. Mr. Smith was also interested in sports and was active in political circles. He is survived by his widow, two sons, a daughter and a brother.

Peter S. Vookles, 60, operator of Fairview Cleaners, Memphis, Tennessee, died April 14 of a heart attack. He was a native of Greece and had lived in this country since he was a boy. He is survived by his wife, a son, a daughter and two brothers.

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(Prices of the mats will be sent upon request. Only one subscription per company is allowed.)

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Mail to VINCENT EDWARDS & CO.
342 Madison Avenue New York City

MEETINGS SCHEDULED

June 9, 10 and 11—Florida Institute of Laundering and Cleaning, Annual Convention, Soreno Hotel, St. Petersburg.

September 18 and 19—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Roanoke, Roanoke.

October 2—Dry Cleaners Institute (Ontario), Annual Convention, Royal York Hotel, Toronto, Ontario, Canada.

October 7, 8 and 9—American Institute of Laundering, Annual Convention and Exhibit, Boston, Massachusetts.

November 2, 3 and 4—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue-Stratford Hotel, Philadelphia.

November 17 and 18—Illinois State Cleaners and Dyers Association, Annual Convention, LaSalle Hotel, Chicago.

1951

January 13, 14 and 15—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

February 4, 5, 6 and 7—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, Atlantic City, New Jersey.

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Solvent Plant for sale in Southern California. Doing fifty thousand dollars yearly. Equipment in excellent condition. Property included or will sell business and lease property. Terms. **ADDRESS:** Box 3537, **NATIONAL CLEANER & DYER.** -2

DRY CLEANING PLANT WITH LAUNDRY AND LINEN SUPPLY Middle West county seat town. Volume $125,000—60% dry cleaning. Established 25 years—quality reputation—good prices—modern equipment. $25,000 down, will pay for itself in less than three years. Reply Box 3540, **NATIONAL CLEANER & DYER.** -2

DRYCLEANING PLANT FOR SALE. Two stores, two trucks, **NEW EQUIPMENT.** Old established firm. Fine reputation. Capital district **NEW YORK STATE.** Don't reply unless financially responsible. $45,000. **ADDRESS:** Box 3546, **NATIONAL CLEANER & DYER.** -2

DON'T MISS INVESTIGATING 140-F Solvent plant, building, business 3 years old, yearly increase, only cleaner—trading center—top prices, 2 factories, 2 more coming. Located Michigan—$16,000—Finance $6,000. Business will pay for itself quick. **ADDRESS:** Box 3543, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANT—Mercury Unit—Excellent volume—above average prices—Northern California—Price $15,000. Reasonable terms. **ADDRESS:** Box 3547, **NATIONAL CLEANER & DYER.** -2

LOS ANGELES. Stoddard Solvent Plant, quality retail, modern, long-established, store and routes, good prices. Over $100,000 volume 1949. Long lease. Price $65,000, terms. Real estate may be purchased. H. R. Hering Co., Brokers, 111 North Larchmont Blvd., Los Angeles 4, California. 3559-2

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Modern Petroleum Plant in good West Texas City. Equipment 3½ years old. New building. Doing $2,500 to $3,000 monthly. Building and plant $17,000. Would sell separately. Pictures furnished upon request. **ADDRESS:** Box 3568, **NATIONAL CLEANER & DYER.** -2

Desirable wholesale cleaning plant located Northwest side, Chicago. Gross business $240,000 per year. Will sell $100,000 cash, balance on terms. Consists of brick building and all equipment. **ADDRESS:** Box 3569, **NATIONAL CLEANER & DYER.** -2

Arizona: Old established drycleaning and laundry business doing over $100,000 gross yearly. Owner wishes to retire. **STROUT REALTY,** 3820 N. Central Ave., Phoenix. 3570-2

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REDLANDS, CALIFORNIA UNIVERSITY TOWN: Complete Synthetic Cleaning Plant, close to University, choice location, long established, good truck, six-year lease, rent $60. Gross business $25,000 year, can be increased. Price $21,000. Owner, 9 W. Colton Ave., Redlands, California. 3589-2

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CLEANING PLANTS FOR SALE (Cont'd)

Modern Petroleum Solvent Plant in large Ohio Valley City of over 400,000 population. All new equipment, none over 3 years old. Cash-Carry stores—7 trucks, 90% retail business. Yearly volume well over $100,000 per year. This plant has always showed a good profit and enjoys a fine reputation for quality work. No labor unions to contend with. Price $69,500 without real estate, with good lease and option to buy property. Terms can be arranged. **ADDRESS: BOX 3590, NATIONAL CLEANER & DYER** -2

OLD ESTABLISHED LAUNDRY and DRYCLEANING BUSINESS, NOGALES, ARIZONA. BEST YEAR ROUND CLIMATE in STATE. 1949 gross $45,175; large expansion possibilities; no unions; $17,000 new equipment. Price $18,000—half cash. Ed Westrup, Patagonia, Arizona. 3591-2

WELL-ESTABLISHED NEWLY EQUIPPED SOLVENT PLANT DOING OVER $40,000 VOLUME. EQUIPPED TO HANDLE 50% MORE. LOCATED IN 200,000 POPULATION INDUSTRIAL AREA. 3 WELL-ESTABLISHED ROUTES. PLANT STORE DOES ALMOST 50% OF THE BUSINESS. BUSINESS WITH OR WITHOUT REAL ESTATE. ADDRESS: Box 3597, **NATIONAL CLEANER & DYER.** -2

BOSTON—Completely equipped modern solvent plant doing $50,000 plus per year; 2 routes and plant store. We have a wonderful reputation for quality. Located in the most progressive part of Suburban Boston. Good lease. Price $30,000. Partnership disagreement only reason for selling. **ADDRESS:** Box 3598, **NATIONAL CLEANER & DYER.** -2

Modern Solvent Plant fully equipped, 2 new Metro trucks, buildings. Prices $1,00 up. Finest reputation, old-established. Over $50,000 gross 1945-46-47-48-49. Will work with new owner 6 months. Priced right. Philadelphia, Penna. **ADDRESS:** Box 3599, **NATIONAL CLEANER & DYER.** -2

Modern drycleaning plant with living quarters. Located in town of 1,200 population at Marion, Wisconsin. Box 107, Marion, Wisconsin. 3600-2

Solvent Drycleaning Plant and building, modern equipment, in good condition. One steel frame 6-room house, constructed in 1946, and one 2-room house. Location in a growing town. Will sell all for $37,000. **ADDRESS:** Box 3605, **NATIONAL CLEANER & DYER.** -2

Modern solvent plant doing about $75,000 yearly, excellent equipment. **CENTRAL INDIANA.** Sell all or consider partner. **ADDRESS:** Box 3606, **NATIONAL CLEANER & DYER.** -2

OKLAHOMA SOLVENT PLANT, BEST EQUIPPED, FUR STORAGE, TAILORING. Established 30 years. State law—no price cutting. Prices $1.15. 20,000 population. Will lease building. Retiring. Gross 1949 $20,000. Price $20,000. Finance part. Model Cleaners, Sapulpa, Oklahoma. 3611-2

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N.I.C.D. General and management course graduate wishes to buy solvent plant in **WASHINGTON, OREGON,** or **COLORADO.** Annual volume under $100,000. **GIVE FULL DETAILS** of earnings, location, real estate and equipment in letter. **ADDRESS:** Box 3478, **NATIONAL CLEANER & DYER.** -1

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Salesmen who call on steam laundries, linen supply, to represent manufacturer for new, labor-saving automatic laundry press and single-operator automatic combination suit shirt press that lead the field in output and quality. Reply Box 3578, **NATIONAL CLEANER & DYER.** -11

Manager with business and drycleaning experience to take over complete supervision of newly equipped plant in Maryland. Did $125,000 in 1949, have space and equipment to double that figure. Must make investment of $15,000, for substantial interest due to owner's incapacitation. In replying give full details. This is an exceptional opportunity for the right man. **ADDRESS:** Box 3585, **NATIONAL CLEANER & DYER.** -11

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NOTE: These 12 week courses are not available under G. I. Training. Empire Institute of Tailoring, 422 E. 5th St., Hazleton, Penna. Phone 302. 3564-15

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Salesmen or routemen with following or contacts for **LEADING HOUSEHOLD DRYCLEANING FIRM.** Specializing in cleaning of upholstered furniture, draperies, rugs, carpets shampooed on premises, lampshades, flameproofing and leather furniture. Salary and commission. Open for all good propositions. **ADDRESS:** Box 3417, **NATIONAL CLEANER & DYER.** -14

Wanted: Live-Wire Salesman to call on drycleaning and laundry plants to sell equipment and general supplies in parts of New York State, Vermont and Pennsylvania. Good opportunity. Must have car. **ADDRESS:** Box 3560, **NATIONAL CLEANER & DYER.** -14

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesman with following or contacts for leading household dry cleaning firm, specializing in cleaning furniture, draperies, curtains, carpets, and flame proofing. Good pay, open for good proposition. **ADDRESS:** Box 3565, **NATIONAL CLEANER & DYER.** -14

HELP WANTED

Excellent opportunity for a quality silk spotter, must be willing to accept responsibility. Must be sober and steady worker. When answering this ad, give full information and wages expected. Address: Masonette Cleaners, 52 Raymond Ave., Poughkeepsie, New York. 3532-7

WHO WANTS TO SETTLE DOWN IN WONDERFUL, HEALTHY "TROPICAL ISLAND?" WE ARE LOOKING FOR A MANAGER FOR OUR MODERN ESTABLISHED DRY-CLEANING PLANT WITH 7 OUTLETS. MUST BE AMBITIOUS AND ABLE TO RUN COMPLETE BUSINESS. OPPORTUNITY TO PURCHASE PART, PRESENT OWNER RETIRING. ADDRESS: Box 3575, **NATIONAL CLEANER & DYER.** -7

Excellent opportunity for experienced, dependable man as spotter-cleaner, Stoddard plant in small South Dakota town. N.I.C.D. graduate preferred. State qualifications, references and wages expected in first letter. **ADDRESS:** Box 3577, **NATIONAL CLEANER & DYER.** -7

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HELP WANTED (Cont'd)

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Silk Spotter—must produce quality work for production plant. Reliable and sober. Howard Cleaners, 429 W. 35th St., Norfolk, Va. 3583-7

FIRST-CLASS SPOTTER—EXCELLENT OPPORTUNITY for all-around man able to assume responsibilities in a modern, solvent plant. **GREEN BAY CLEANERS,** 505 Main St., Green Bay, Wisconsin. 3586-7

HELP WANTED: FIRST CLASS SPOTTER AND CLEANER, PRESSERS, and **SILK FINISHER, SOUTHERN OHIO. SYNTHETIC PLANT** wanting **QUALITY. ADDRESS:** Box 3587, **NATIONAL CLEANER & DYER.** -7

FANCY WET CLEANER. Must be fully experienced on silks for large plant in Pittsburgh, Pa. Excellent opportunity for right man. **ADDRESS:** Box 3588, **NATIONAL CLEANER & DYER.** -7

PRODUCTION SUPERINTENDENT FOR LARGE CHICAGO DRYCLEANER (RETAIL ONLY). Prefer man with family. **REFERENCES AND BACKGROUND ARE VERY IMPORTANT.** Must be able to assume entire responsibility for the efficient production of a high grade cleaning and finishing job, including hiring, training, and supervising help in modern incentive methods. This is a fine opportunity with a good future. If you think you would fit, please contact us. Your reply will be held strictly confidential. **ADDRESS:** Box 3603, **NATIONAL CLEANER & DYER.** -7

SILK SPOTTER—to take charge of Spotting Dept. **MODERN SYNTHETIC PLANT** 35 miles from New York City. **PERMANENT.** Fashion Cleaners, 552 Elm St., Stamford, Conn. 3-5971. 3604-7

GARMENT DYER in wholesale plant, large Middle Western city. Must be good sample dyer. State experience and salary expected in first letter. **ADDRESS:** Box 3606, **NATIONAL CLEANER & DYER.** -7

MANAGER for old-established cleaning firm located in Mid-Western town of 65,000 population. Gross last year $70,000 at $1.25 price. Salary plus percent of profits. Write Box 3610, NATIONAL CLEANER & DYER, giving full particulars. -7

SITUATIONS WANTED

Steady position wanted: Exceptionally good man, competent in all branches of the trade, able to instruct new and old help. 30 years' experience, can furnish best of references. **ADDRESS:** Box 3575, **NATIONAL CLEANER & DYER.** -5

Silk spotter, capable of taking charge of plant and training help —30 years' experience. Can give good reference. **ADDRESS:** Box 3531, **NATIONAL CLEANER & DYER.** -5

N. I. C. D. GRADUATE, experienced silk spotter, wetcleaner, and drycleaner. Young man capable of managing small plant. **ADDRESS:** Box 3535, **NATIONAL CLEANER & DYER.** -5

General manager, production manager or superintendent with twenty-five years of practical experience. Has a thorough knowledge of dry cleaning and laundry plant operations. Has very good managerial and organizational ability. Knowledge of purchasing and costs is exceptional. Successful in reducing productive payroll and saving in purchasing supplies. **ADDRESS:** Box 3548, **NATIONAL CLEANER & DYER.** -5

WORKING MANAGER OR SUPERINTENDENT, in small or medium size plant. Expert spotter, A-1 all-around man. 30 years experience, honest, dependable and married. Available after June 1st. **ADDRESS:** Box 3550, **NATIONAL CLEANER & DYER.** -5

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SITUATIONS WANTED (Cont'd)

HATTER wants position. **STEADY, DEPENDABLE, SKILLED WORKMAN** on quality renovating. **ADDRESS:** Box 3573, **NATIONAL CLEANER & DYER.** -5

OFFICE AND ADMINISTRATIVE POSITION: College graduate, Commerce and Finance. Under 30, married. Three years' accounting experience on cleaning records. Desires position with opportunity leading to administration and management. St. Louis area desired. **ADDRESS:** Box 3574, **NATIONAL CLEANER & DYER.** -5

Drycleaning—Laundry Manager, 25 years' vast, practical experience, all branches retail and wholesale. Progressive executive with successful background of production, sales and business engineering, personnel training and labor relations. Fair spotter, competent accountant and cost analyst. College education. Relocation to drier climate advisable for family. Will accept any position (within reason) to effect climatic change. Modest investment considered. **ADDRESS:** Box 3579, **NATIONAL CLEANER & DYER.** -5

Handy man, willing to work free Saturdays and other spare hours in exchange for opportunity to learn drycleaning store management; or will work full time at reasonable salary if preferred. Newark, New Jersey area or New York City. **ADDRESS:** Box 3593, **NATIONAL CLEANER & DYER.** -5

MANAGER, thoroughly experienced, both sales and general drycleaning, for plant with routes and stores—own operator for 20 years—will travel. **ADDRESS:** Box 3601, **NATIONAL CLEANER & DYER.** -5

Expert Silk Spotter, drycleaner. Thoroughly experienced in all phases of drycleaning. Age 42, 22 years' experience. Desires permanent position. Very good references. **ADDRESS:** Box 3602, **NATIONAL CLEANER & DYER.** -5

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SHARP'S RE-DYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a larger building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

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MACHINERY FOR SALE (Cont'd)

Drycleaning Washer, Hoffman 36x54", also 36x64", 42x64", rebuilt like new. **BARGAIN PRICES.** Send for full details. **WILLIAMS LAUNDRY MACHINERY CO., Inc.,** 3915 22nd St., Long Island City 1, N. Y. STillwell 6-6666. 2828-4

Extractors, 48", Amico, open top, late type, rebuilt like new, $1,595; also 30", 28", 26" and 20" at **BARGAIN PRICES. WILLIAMS LAUNDRY MACHINERY CO., Inc.,** 3915 22nd St., Long Island City 1, N. Y., STillwell 6-6666. 2827-4

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DRYCLEANING AND LAUNDRY EQUIPMENT new and used. Good terms. Also complete cleaning plants for sale in fast growing West Texas towns. L. C. Scott Machinery Co., Box 374, Lamesa, Texas. 3444-4

If you need good, used equipment contact **THE PROSPERITY CO., INC., SYRACUSE, NEW YORK.** 3462-4

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Advertisers' Index

A

Adco, Inc. 57, 59
A. G. S. Company 145
Amber Weaving Service 153
American Laundry Machinery Co., The 60–61
American Pressboard Co. 147
Anderson-Prichard Oil Corp. 124
Armstrong Machine Works 131
Arrow Manufacturing Co. 13
Ayr-Mor Machinery Co., Inc. 120

B

Behrstock Co., L. 142
Berlow Manufacturing Co. 133
Bertsch & Co. 146
Bishop Co., G. H. 37
Bock Laundry Machine Co. 143
Bussard & Son, R. D. 144
Butler Manufacturing Co. 45

C

Caled Products Co., Inc. 91
Chevrolet Motor Div., General Motors Corp. 22
Cissell Mfg. Co., Inc., W. M. 69
Cleaners Specialties Supplies Co. 82
Clinton Products Co. 141
Columbia Appliance Corp. 140
Cook Machinery Sales Co. 148

D

Dahlberg Machinery Co. 144
Daniels, Inc., C. R. 138
Darco Corp. 128
Davies-Young Soap Co., The 29
Davis Specialties 19
Diamond Alkali Co. 113
Dicalite Division, Great Lakes Carbon Corp. 43
Doctor Boiler, Inc. 26
Dow Chemical Co., The 20
Drew & Co., E. F. 87
Dryco Corp. 31
DuPont de Nemours & Co., Inc., E. I. 109, 121
Dutton Co., C. H. 146

E

Eaton Chemical & Dyestuff Co. 79
Edwards & Co., Vincent 148
Emery Industries, Inc. 40–41
Excelsior Machinery Co. 10

F

Fabric Laundry & Dry Cleaning Machinery Corp. 134
Filtrol Corporation 16

G

G & G Chemical Co. 138
Glover, Inc., Bill 111
Goodyear Tire & Rubber Co., The Airfoam Dept. 23
Greenville Chemical Co. 105
Gross Machinery Co., Inc. 35

H

Haertel Co., Walter 47
Hamilton Copper & Brass Works, Inc. 147
Hammond Laundry-Cleaning Machinery Co. 97
Hild Floor Machine Co. 74
Hopkins Equipment Co. 132
Huebsch Manufacturing Co. 90
Huntington Laboratories, Inc. 137

I

Indiana Manufacturing Co. 129
Ingersoll-Rand 141
International Harvester Co. 85

J

Johns-Manville 2nd Cover

K

Kennedy Car Liner & Bag Co., Inc. 136
Kewanee Boiler Corp. 140
Keystone Aniline & Chemical Co., Inc. 3
Kirk's Suede & Leather Cleaners 136
Kisco Boiler & Engineering Co. 147
Kohnstamm & Co., Inc., H. 107

L

Lamson Corp., Blower Div. 27
Lane & Bros., Inc., W. T. 143
Lewis National Corp. 139
Lincoln Bag Co., Inc. 77
Lubbock Machine Co., Inc. 142

Mc

McDonnell & Miller, Inc. 106

M

Manitowoc Mfg. Div. of Manitowoc Shipbuilding Co. 55
Martin Equipment Corp. 117
Mercury Cleaning Systems, Inc. 93
Merson Products Co. 4
Multi-Clean Products, Inc. 89

N

National Cash Register Co., The 88
National Cleaners Chemical Mfg. Co. 95
National Cleaner & Dyer 66–67, 146, 148, 152
National Marking Machine Co., The 130
Newhouse Co. 145
New York Pressing Machinery Corp. 114
Nu-Pro Mfg. Co. 52–53

O

Olson Filtration Engineers, Inc. 115

P

Pantex Manufacturing Corp. 8–9
Para-Lux Products Co. 77
Parker Boiler Mfg. Co., Inc., Sid E. 144
Pellerin Milnor Corp. 139
Pennsylvania Salt Mfg. Co. 11
Pittsburgh Tag Company 17, 147
Pre-Marked Strip Tag Co. 98
Prosperity Co., Inc., The 75
Prym, Inc., William 141

R

Rainbow Dye Works 139
Rassenfoss Bag Co., Inc. 51
Reliable Fur Storage Equipment Co., Div. of Reliable Machine Works, Inc. 127
Resillo Co. 76
Riverside Mfg. Co. 63
Root & Co. 135

S

Schaub Engineering Co., Inc., Fred H. 101
Sec-O-Matic Corp. 5
Sellers Engineering Co. 119
Shedlov-Heinz Mfg. Co. 147
Shields Engineering & Mfg. Co. 103
Spix Products Co. 99
Standard Laundry & Cleaning Machinery Co. 140
Starchrcom Laundry Journal 32–33
Star Service Hanger Division of L. A. Young Spring & Wire Corp. 3rd Cover
Stauffer Chemical Co. 110
Street & Co., Inc., R. R. 7

T

Temple Co., A. B. 148
Time Savers, Inc. 143
Tri-Pak Machinery Service, Inc. 73
Troy Laundry Machinery Division of American Machine & Metals, Inc. 25

U

Unipress Co., The 14
Unique Institute of Cleaning Trades, Inc. 145
U. S. Blind Stitch Machine Corp. 81
U. S. Hoffman Machinery Corp. 48–49, 83, 4th Cover
U. S. Rubber Co., Koylon Foam Div. 34

V

Vic Cleaning Machine Co. 21
Viking Pump Co. 138

W

Wallerstein Co., Inc. 15
Warco Laboratories 142
Western Laundry Machinery Co. 137
Western Laundry Press Co. 146
Westvaco Chemical Division, Food Machinery & Chemical Corp. 71
Wichita Precision Tool Co., Inc. 28
Wilson Chemical Co., A. L. 126

Y

Yarnall-Waring Co. 65
York-Shipley, Inc. 123

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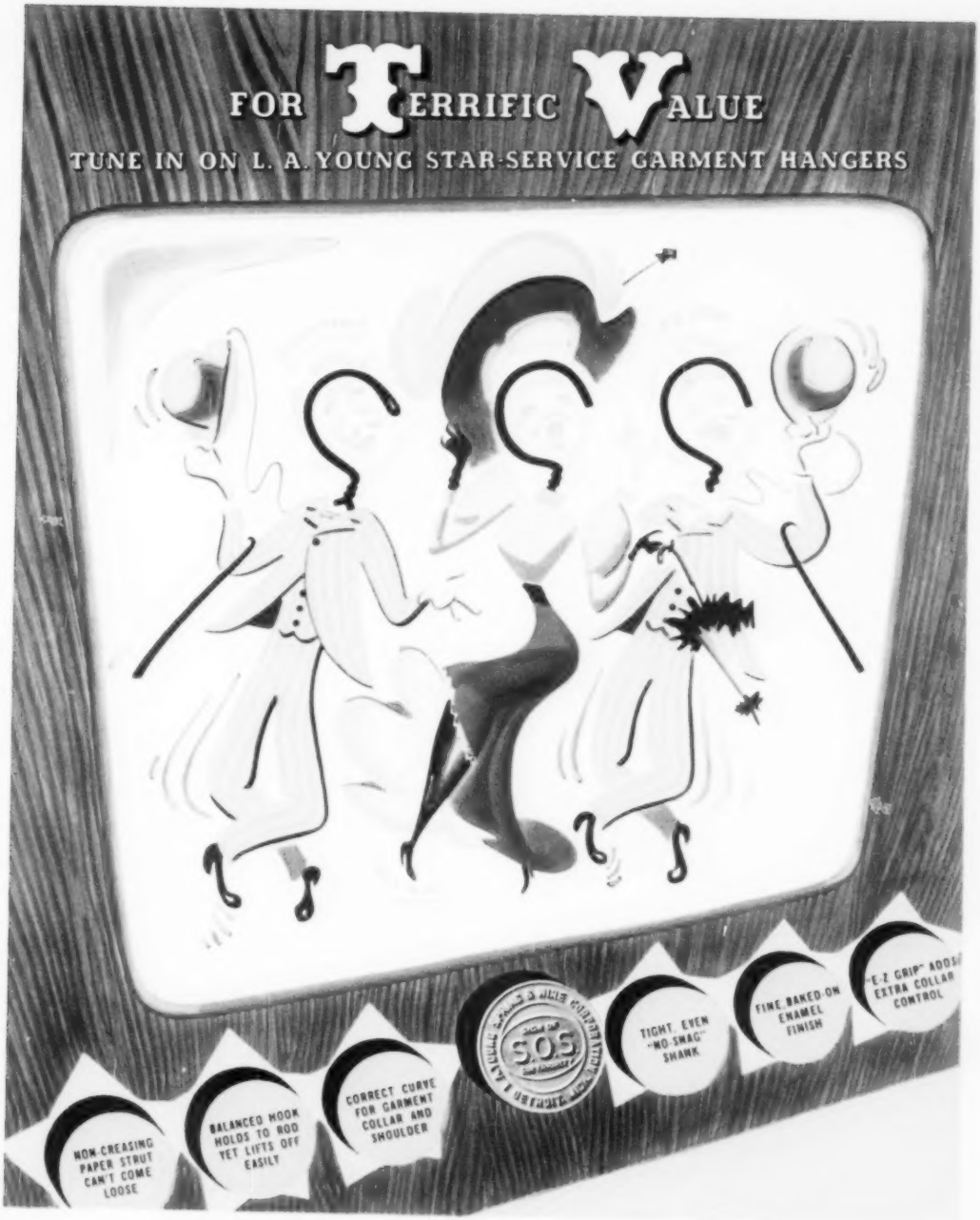

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